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VOL. 8 No. 5 MAY, 1921

The RETAIL Ddruggist of Canada

Published by
The Commercial Press, Limited

51 Wellington Street West
Toronto

American Druggist
62 West Broadway
NEW YORK N Y

FELLOWS' SYRUP OF HYPOPHOSPHITES

COMPOUND

FELLOWS'

The Standard Tonic
for over Half a Century

Prescribed by Physicians all over the world, Fellows' Syrup of the Hypophosphites, in addition to being in constant and increasing demand, adds distinction to a chemist's show window. It is a symbol of progressiveness and reliability.

Fellows' Laxative Tablets *"The Tablet with a Pedigree"*

In two sizes, namely:
Large bottles (containing 100 tablets)
Small bottles (containing 40 tablets)

At all first class Chemists

Fellows Medical Mfg. Co., Inc.
NEW YORK, U. S. A.

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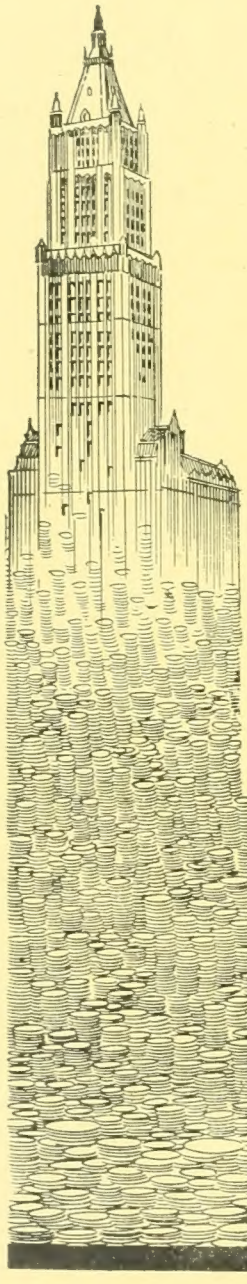
PHARMACY

It is Turnovers *not* Leftovers
that Make Profits



Did you ever stop to think that New York's big Woolworth Building represents millions of "turnovers" of dimes, quarters and half dollars?

Druggists who push "Bayer Tablets of Aspirin" KNOW that they beat the world for multiplied turnover.

REMEMBER THIS! A 33⅓% profit on stock that is turned over five times a year gives you a **greater net profit** than stock which only turns over three times a year with 40% profit! In one case every dollar invested nets you $1.66 and in the other only $1.20.

Stick to the Profit Repeaters! Push "Bayer Tablets of Aspirin!"

There's no let up in "Bayer" advertising in newspapers or magazines. Like Tennyson's brook "Bayer" advertising goes on forever!

There is but one Aspirin—Bayer—made in Canada for Canadians. Unless you see the Bayer Cross—it is not Aspirin.

A "Bayer" Window Trim in colors in your store reminds passersby of the big "Bayer" ads in your home papers. Put this aid to better sales in sight. Free for the asking.

THE BAYER COMPANY, Limited
52 Sandwich St., West Windsor, Ont.

Aspirin is the trade mark (registered in Canada) of Bayer Manufacture of Monoaceticacidester of Salicylicacid. While it is well known that **Aspirin means Bayer manufacture**, to assist the public against imitations, the Tablets of Bayer Company will be stamped with their general trade mark, the **"Bayer Cross."**

The Rubberset Grip

EXAMINE a Rubberset Brush. Note the way the bristles are embedded in a flint-like grip of vulcanized rubber. That's the reason why the bristles can't come out. That is the original Rubberset process of making brushes. It set a new standard in brush making. No other process equals it.

That is why there is seemingly no end to the wear of Rubberset Brushes. That is why they are so satisfactory to handle—so satisfactory to sell. Rubberset Brushes have a world-wide and enviable reputation.

Rubberset Brushes give you a "grip" on the brush trade.

The reputation and advertising has made them one of the most satisfactory lines that you can handle.

They are guaranteed absolutely. They must make good--or WE WILL.

Is your stock complete?

It is hardly an exaggeration to say that most of the customers who come into your store need a brush of some description, and the Rubberset line includes brushes for all purposes.

We want to hear from every dealer in Canada not handling Rubberset Brushes. Please write us for any information you desire on the subject of brushes for any purpose.

Our Guarantee—"Rubberset Brushes must make good—or WE WILL"

RUBBERSET
TRADE MARK

Brushes bearing this trade mark Are Made in Canada

RUBBERSET COMPANY, LIMITED

Factories: TORONTO AND GRAVENHURST, CANADA

CHAMBERLAIN'S Cough Remedy

It is known in homes all over Canada as a safe and reliable remedy.

It commands a steady and profitable sale.

It is well advertised.

These are some of the reasons why alert dealers are keeping their stocks adequate to meet the brisk demand in the season lying ahead.

Chamberlain Medicine Co.
Toronto

"LAIT BEETHAM'S Regd Larola"

is one of the most popular Toilet Preparations in England, and is specially suited to the extremes of the Canadian climate. It is invaluable for preserving the **Skin and Complexion** from the effects of exposure to the Sun, Frost, and Cold Winds, and always finds a ready sale wherever introduced.

ADD IT TO YOUR STOCK AND INCREASE YOUR PROFITS!

Sole Proprietors:
M. BEETHAM & SON - CHELTENHAM, England

"The D&L" TRADE MARK

PRESCRIPTION 1920

Improved Hypophosphite Medication in two forms

WITH SUGAR	WITHOUT SUGAR
Large Size	$12.00 per dozen
Medium Size	8.00 per dozen
Small Size	4.00 per dozen

Rapidly becoming the leading preparation of the Hypophosphites in use in Canada.

Extensive and continued sampling to Physicians has brought widespread and increasing response.

Obtain your share of these Prescriptions by ordering a quantity to-day. Address:

DAVIS & LAWRENCE CO.
MANUFACTURING PHARMACISTS
356 ST. ANTOINE STREET - - - - MONTREAL

PA-MO
Straw Hat Cleaner

Keeps the Straw White

Just two cents and two minutes to clean a hat

Manufactured by

The Lyman Bros. & Co., Limited
TORONTO

Place your orders NOW for the season's supply.

"NORVIC" CREPE BANDAGE (Regd)

SUPERIOR ENGLISH MANUFACTURE. FAST WOVEN EDGES
Extremely Elastic, but contains no rubber

Invaluable for binding. Displaces rubber and elastic web. More durable and one-third the cost. The Norwich Crepe Bandages, containing wool, will provide warmth, and do not absorb grease readily, Self-clinging and self-adjusting. Perfectly cleansed, sterilized, and resiliency entirely restored by washing in hot, soft water (with addition of a little soap). The edges will not fray out nor ravel. Made and supplied to the leading wholesale houses, neatly wrapped in labelled packages. Commended by the medical and nursing professions. Samples, prices, and full particulars are obtainable from:

THE NORWICH CRAPE COMPANY (1856), Limited, St. Augustine's Silk Mills, NORWICH, England
Messrs. Snider & Bossons, Winnipeg. Mr. I. A. Snider, 13 Leader Lane, Toronto.
Mr. F. J. Bossons, Terminal City Club, Vancouver.

Actual Size

Why Not Start Right?

The Ice Cream Cone business offers you big profits. The kind of a start you get will have much to do with the way you finish the cone season. Selecting the right cone is just as important as selecting good ice cream. "Real Cake" Sugar Cones will help you to start right because they are made from the purest ingredients, and their delicious flavor materially helps to create more sales.

Order from your wholesaler

Real Cake Cone Co., Ltd.
81 Jarvis Street - Toronto, Ont.

"TWICESGOOD PACKING"
NO BROKEN CONES

Used in Hundreds of Hospitals and Child Welfare Centres and Creches

DOCTOR . . .

L.R.C.P., L.R.C.S.Ed., L.F.P.S Glas., etc., (Leeds), writes:—"Your Neave's Food is suiting our youngster admirably, for which we are very thankful. She was not doing well on cow's milk and water alone."

DOCTOR . .

D.Sc. Ed., B.Sc., M.D., M.B., C.M., D.P.H. (Park Lane, W.), writes:—"I take every opportunity of recommending both your Milk Food and Cereal Food as the best scientific preparations where breast feeding is contra indicated."

YOU CAN SAFELY RECOMMEND

Neave's Foods

Their use is counselled by leading Doctors, Medical Papers and Institutions. "Neave's" is the oldest of all Infants' Foods and has been sold all over the World for nearly a century.

Sold in Tins Specially Packed for Canada.

Manufacturers:
JOSIAH R. NEAVE & CO., Fordingbridge, England
Agents for Canada: Stroyan-Dunwoody Co,, 305, Confederation Life Bldg., Winnipeg

Nearly 100 Years Established Reputation.

Gold Medals, London, 1900 1906 and 1914; also Paris.

A TORONTO MOTHER:

Mrs. J. W. Pateman, 34 Harriet St., Toronto, in writing about Neave's Food says "When I first knew one of my friends her baby Jack was eight months old and dying by inches. She had tried three Foods because her Jack could not digest milk. At last I fetched her a tin of Neave's Food. At the end of a month, Jack was rapidly gaining flesh and was bright and happy. He is a lovely boy now and she declares Neave's Food saved his life," **And it did.**

To the Reader: The publishers of this paper will be glad to have your criticism and your suggestions. We would also be glad to have contributions from you.

THE COMMERCIAL PRESS, Limited
51 Wellington W., Toronto

Licoricine
ACTS LIKE MAGIC

ESTABLISHED OVER 50 YEARS

CURES
COUGHS and COLDS
and all Chest and Lung Affections

ORDER A SUPPLY NOW. There is an increasing demand for this Popular Medicine.

TERMS ON APPLICATION.

SHOWCARDS, WINDOW SLIPS, Etc., SUPPLIED

Licoricine is an article of wonderful merit. Widespread recommendation and steady and persistent advertising ensure a rapidly increasing sale.

YOU stock it, of course?

"No case too bad!"

PLEASANT TO TAKE — QUICK TO CURE

Licoricine is safe and sure for all ages, and sells readily wherever introduced.

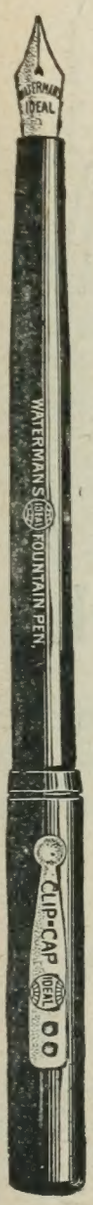
MANDALL'S "RED BOTTLE" or ST. PETER'S OIL for SPRAINS, SWELLINGS, GOUT, RHEUMATISM, STIFF JOINTS, Etc.

PROPRIETORS:

MANDALL & CO., Ltd.

Manufacturing Chemists

Tower Works
17, 19 and 21 Stepney Road
NEWCASTLE-ON-TYNE
England



They Always Go Together

People expect to find Waterman's Ideal INK in a drug store selling Waterman's Ideal Fountain Pens. They go together, like glycerine and rose water, or wild cherry and cough syrup. For a pen is of no practical use without ink, and the Best Fountain Pen in the world is worthy of the best ink.

Waterman's Ideal INK

add many a dollar to the druggist's profits because they sell themselves. When a customer buys a Waterman's Ideal Fountain Pen, you have only to suggest a bottle of Waterman's Ideal Ink to make the sale. Better still, the need of more ink brings them back to your store again and again—and in most cases, they buy something else besides ink.

Then too, people write so much more when they have a Waterman's Ideal Pen and Ink. They make writing easier—and the pen and ink are always handy and ready for use.

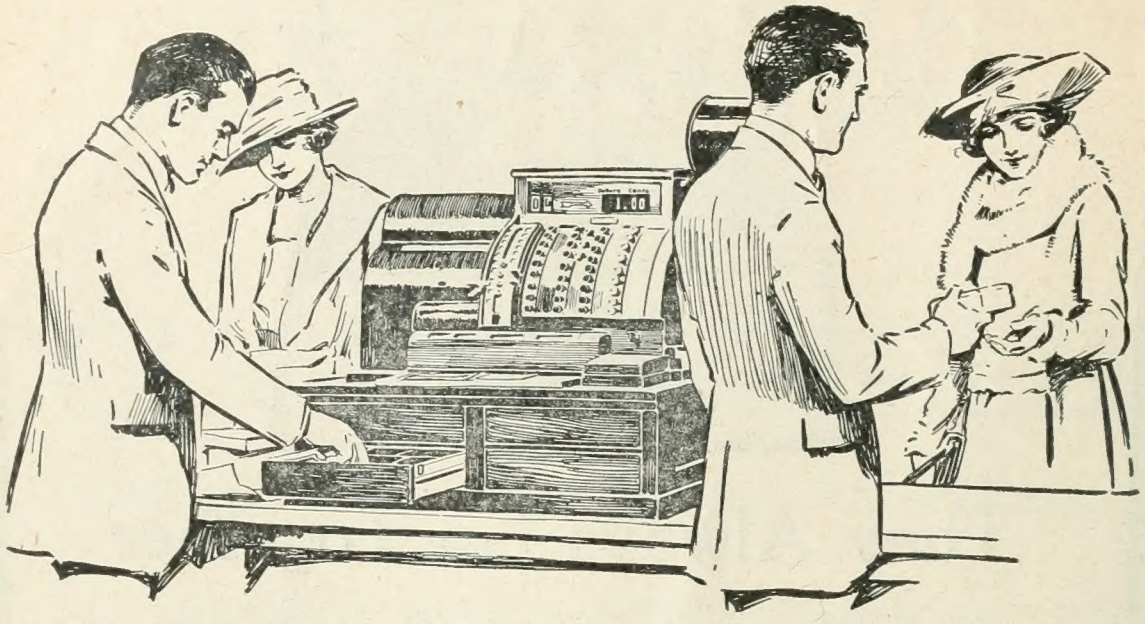
WATERMAN'S IDEAL INKS are perfect chemical compounds; non-corrosive and free of sediment. They are uniform in flow and consistency; permanent in record properties; and practical for all writing purposes. Blue-black, Green, Violet, Jet Black, Red and Blue—in convenient bottles—desk style for self-filling pens—desk filler—travellers' filler—and in pint, quart, half-gallon and gallon bottles.

Have you a Filling Station? If not, write for it. We'll send one with our compliments. Put it on your counter; use it for demonstrating the ease with which Waterman's Pens are filled—particularly the self-filler; and also the quality of Waterman's Ideal Inks.

Stock up on the complete line, so you can supply all colors for all purposes and in convenient bottles for large and small orders.

L. E. Waterman Company, Limited

179 ST. JAMES STREET - MONTREAL



Clerk D is making change from his cash drawer. The amount of the sale is shown at the top of the register. The other clerk is handing change and parcel to the customer. He made change from his own cash drawer.

A separate cash drawer for each clerk

This makes clerks more efficient because:

1. Each clerk is responsible for the business he handles.
2. In case of error it shows who made the mistake.
3. It gives each clerk credit for the work he does.

An up-to-date National Cash Register with separate cash drawers measures the ability of each clerk.

Up-to-date National Cash Registers are made with any number of cash drawers, from one to nine

We make cash registers for every line of business

NATIONAL
CASH REGISTER CO.
OF CANADA LIMITED

There's Profit for You in an ENO Window Display

The druggist who displays a reputable article such as ENO in his window reaps a rich reward in the form of bigger turnover and a bigger circle of ***satisfied*** customers. ENO has held the confidence of the public for over fifty years, through real merit and consistent high quality. To-day, ENO is the favourite Health Drink in millions of households all over the world. If you sell ENO you receive a liberal margin of profit and your stock moves quickly—because the ENO national advertising campaign is ever actively co-operating with your own selling efforts.

Brings Health to Your Customers and Profit to Your Business.

ENO's FRUIT SALT

Prepared only by

J. C. ENO, LTD., Fruit Salt Works. LONDON, England

Agents for North America :

HAROLD F. RITCHIE & CO., Limited, 10 McCaul St., TORONTO
171 Madison Ave., New York City

BEECHAM'S PILLS

Easy to sell—one box sold means many repeat sales. Big, dominant advertising keeps the merits of Beecham's Pills steadily before your trade, constantly creates new customers and maintains established business. Concentrate on Beecham's Pills for quicker turnover—bigger profits—by *pushing* this worth-while family medicine.

The Largest Advertised—The Largest Sale—of any Medicine in the World

25c., 50c.

HAROLD F. RITCHIE & CO., Limited
Sole Agents
TORONTO, ONT., - CANADA

STANDARD FOR OVER 60 YEARS

Are You Selling

Glaxo

The Super-Milk

Not Simply a Baby Food

Glaxo is pure, full cream, uncontaminated cow's milk, with the proportions of butter-fat and other constituents present in mother's milk, adjusted by the addition of milk-sugar to correspond more closely to the proportions of mother's milk. The Glaxo Process makes the protein as easily digestible as the protein of human milk.

The success of Glaxo is astounding. The fame of the "Glaxo Baby" has spread to all corners of the earth, and Glaxo has proved beyond all question its claim to be "the safe alternative of breast milk."

During the War the British Ministry of Food purchased over four thousand tons of Glaxo for distribution among the Infant Welfare Centres of the country. And now Glaxo has a fine distribution in Canada.

A satisfied Glaxo customer is a wonderful asset for any druggist, for Glaxo, being a safe and suitable form of milk for every milk purpose, has many uses.

The uses and merits of Glaxo are being advertised in Canada from coast to coast, and this publicity is bringing ever-increasing numbers of Glaxo customers to the druggists of Canada.

Glaxo is sold in three sizes

Proprietors of GLAXO
Joseph Nathan & Co., Limited
London and New Zealand

A HAPPY BABY MAKES A HAPPY MOTHER
A GLAXO BABY

Sole Agents for Canada
Harold F. Ritchie & Co., Limited
10 McCaul Street, Toronto

To Stabilize Trade—
Use Business Newspapers

"Probably the most important single factor in any business situation is the sentiment of the retail merchant.

"If he is confident as to the future, calm as to the present, his whole business policy—his buying, his advertising, his selling—will reflect that mental condition and in turn will affect the public similarly.

"If he is mentally harassed, uncertain as to the outlook, panicky as to what and when to buy, his advertising and selling methods will indicate his uncertainty, and will in turn infect others.

"Thus the manufacturer who is making intelligent use of his trade paper space has an opportunity during periods of business uncertainty to steady and re-assure retail distributors, and to give them the support and confidence that they may need. Advertising in merchants' publications at this time might well reflect the determination, the confidence and the generally healthy sentiment of manufacturers regarding the future prosperity of the country and the stability of business."

—G. D. Crain, Jr., Editor of "Class."

Mr. Crain is Right

Canadian business newspapers are performing to-day—in this period of readjustment and of business uncertainty—a service of incalculable value to the manufacturers, wholesalers and retailers of this country.

They are, in their news and editorial columns, giving facts about business conditions which their thousands of retail readers can get from no other source.

The effectiveness of this service would be very greatly increased if it were supplemented by similar frank statements, in the form of advertising, from the manufacturers and wholesalers themselves.

There is in Canada an Association of national newspaper publishers, and of this Association a large majority of good trade papers are members.

One of the cardinal principles—and one of the conditions of membership—is the declaration by the publisher that he will *"Determine what is the highest and largest function in the field which he serves, and then strive, in every legitimate way, to promote that function."*

Co-operation to bring about normalcy in business—a healthy condition of trade, of buying and selling—is certainly one of the ways by which the function above referred to can be promoted.

Members of this Association stand ready to afford manufacturers and wholesalers the co-operation needed and this is a time for maker and distributor to ask for co-operation.

The place, of course, to do this is through the medium of the several good business newspapers which reach progressive retailers in all lines throughout Canada. All Commercial Press papers are members of the *Canadian National Newspapers and Periodicals Association* and have subscribed to the rigid standards of practice governing its membership.

The newspapers listed below are also members of the Association's Business Newspapers Section. and any information about them may be secured from the office of the Association.

Requests for information are welcomed.

CANADIAN BUSINESS NEWSPAPERS

Bookseller and Stationer
Business Review & Maritime Retailer
Canada Lumberman and Woodworker
Canadian Cigar and Tobacco Journal
Canadian Finance
Canadian Furniture World
Canadian Grocer
Canadian Hardware Journal
Canadian Insurance
Canadian Music Trades Journal
Canadian Tire and Accessory Journal
Canadian Optometrist and Optician
Canadian Woodworker and Furniture Manufacturer
Clothier and Haberdasher
The Commercial
Contract Record and Engineering Review
Dry Goods Review
Druggists' Weekly
Electric Dealer and Contractor
Footwear in Canada
Financial Post
Hardware and Metal
Le Moniteur du Commerce
Le Prix Courant
Marketing
Maritime Merchant
Men's Wear Review
Monetary Times
Motor Trade
Printer and Publisher
Phonograph Journal of Canada
Retail Grocer and Provisioner
Retail Druggist
Trader and Canadian Lumber
Western Canada Coal Review
Western Canada Contractor
Western Lumberman
Women's Wear

Canadian National Newspapers & Periodicals Association

70 LOMBARD ST. - - TORONTO

FLETCHER

Soda Fountains

Skilfully designed aud conscientiously constructed of the highest grade materials this (8ft. nickel silver interior) soda fountain will give the utmost in quick service at the lowest possible operating cost. Real full details in our beautiful new catalogue. Send for it to-day.

We also manufacture a complete line of all White and Nickel Silver Soda Fountain interiors, Carbonators, Metal Furniture, Glassware, Paper and Silver Service, etc. etc.

Fletcher Manufacturing Company, Limited

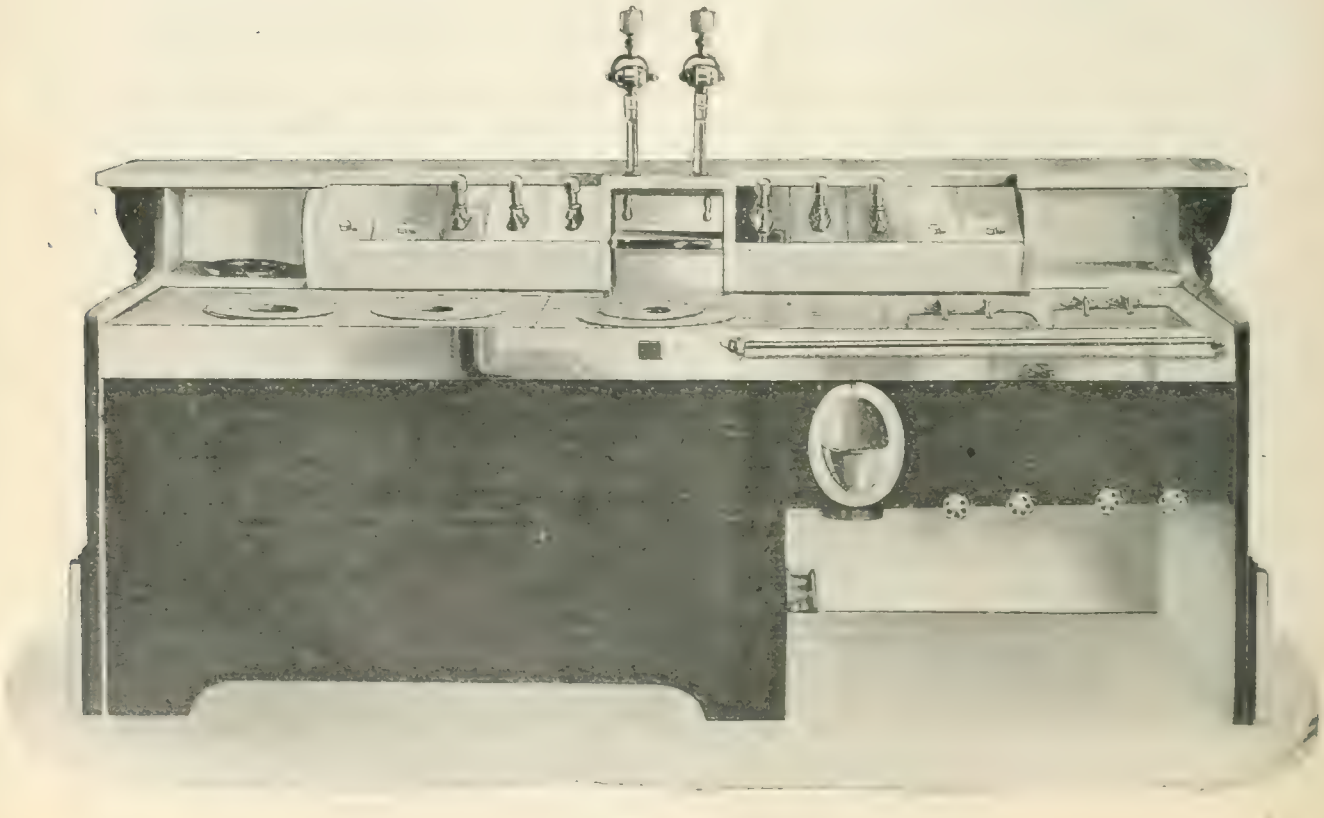
29-41 Hayter Street, Toronto, Canada

AGENCIES AT:

WINNIPEG
Fletcher Mfg. Co., Limited
149 Notre Dame St. East

CALGARY
Watson, Campbell Limited
224 11th Ave. West

VANCOUVER
Watson, Campbell Limited
110 Water Street



8 Ft. Nickel Silver Interior

TRADE MARKS—ORIGIN, HISTORY AND WORTH

Purpose of trade marks—Their value, right and protection—Canadian trade marks—Good trade marks and slogans—How to register.

By Fred B. Fetherstonhaugh, K. C., M. E.

(Copyrighted, Canada, 1921, by Fetherstonhaugh & Co., Toronto)

IT is an acknowledged fact that the English-speaking peoples are the most successful traders in the world, and if any proof is required, they admit it themselves.

In the early days when bartering was prevalent, that is, where goods of one kind were exchanged for those of another, there does not seeme to have arisen any necessity for the distinguishing of goods by trade-marks. Upon the advent of a definite monetary system, where goods were paid for in the coin of the realm, the acquisition of wealth in gold or its equivalent seems to have been an incentive to traders, and they became very jealous, if the article they manufactured was an excellent one, to preserve its reputation by adopting some distinguishing mark whereby the sale of such an article could be sequestrated by them, and thus enable them to obtain a maximum reward, resulting in wealth and power, and all that these signify to the man of means.

As early as 1590 an action was brought by an English clothier to prevent the use by another clothier of a mark used to "set to his cloth whereby it should be known to be his cloth."

From that time onward the law as to the right to trade-marks was gradually developed, and in the year 1825 definitely and finally established. Since then staute after statute has been enacted protecting the rights of proprietors of trade-marks in the use of their marks, by providing remedies and penalties, both civil and criminal, for their infringement by a rival trader.

The foundation upon which the law as to trade-marks and trade names rests is the deception of the public by the offer for sale of goods as connected with a certain merchant when in fact they are not so connected, and it is a wrong for which the merchant is entitled to obtain redress by action against the wrongdoer. It was first put upon the ground that the offering and selling was of inferior goods, but now the question of inferiority is not so important, but the mere fact that the goods have been passed off by the wrongdoer as goods of the merchant is sufficient.

It is also a well acknowledged fact that competition is the life of trade. It is essential, however, to understand that never can unfair competition be so designated, and this includes the unlawful use of trade-marks and trade names.

It is, therefore, absolutely essential in these days of keen competition, where the manufacturer is endeavoring by every means in his power, including the best technical and business talent available, to produce goods that will find a ready market by reason of their excellence, to adopt a distinguishing trade-mark.

For such merchants and manufacturers, busy men in a busy world, this summary of the Trade-Mark Law is prepared to enable them, with the expenditure of the least possible time, to acquaint themselvese with the salient points of the law as to trade-marks and the like in order that they may see their way to adequately protect the sale of their wares.

Purpose of Trade-Marks

It is a dominant spirit of the times to encourage fair competition in business. We believe that it is for the best interest of the public generally that the sale of meritorious goods on which large sums are spent in advertising should be adequately protected. All honest tradesmen should play the game according to the rules determined by society to be for its best interest. Deceit and fraud should be not only condemned, but also punished, and the law made an effective protection to those who serve the public honestly.

Goods of character and merit are their own commendation. The manufacturers of and dealers in honestly made goods are certain of success if society will but protect them in the enforcement of the law in relation thereto.

The village blacksmith is known by his friends and neighbors. The public who deal with him know the man and his goods and the quality of both. But the ancient smith of Damascus was known only by his reputation. If the public wanted a good sword it sought a blade from Damascus. So in modern society in most cases the buyer does not know the manufacturer, but is familiar only with the trade-mark designation of his goods.

It goes without saying that if all traders were honest the public might soon learn what goods were honest and simply buy goods so represented without further thought or worry. But all traders are not honest. Greed overcomes honesty. The honest manufacturer or trader, therefore, puts a mark upon his goods, and the public for its own good seeks such goods by its mark and, therefore, this mark should be protected with all the power of the law.

The development of trade-mark law and jurisprudence is progress toward social betterment. More and more society must throw the protective arm of the law about honest business. In the law of trade-marks is contained the first recognition by the courts of the principle that no man should be permitted to pass off his goods as those of another. The simplest way of stealing trade and, therefore, a universal way is to copy trade-marks. It has been well said and often repeated, at least in substance, by court after court,

"That an honest trader should not endeavor to see how near he can get to his rival's trade-mark, but how far he can get away from it."

Value of Trade-Marks

A trade-mark brands the goods as genuine, just as a signature of a letter stamps it as authentic. There is no incentive to make a good article unless its quality is appreciated by the buyer and its origin is brought home to him so that he knows where to get it. The satisfied buyer becomes a regular customer. The buyer wants to repeat his order for the same goods when he is satisfied of their excellence, and the trade-mark protects him against fraud. The trade-mark becomes a valuable advertising device. The right to use a trade-mark, therefore, becomes a very valuable property right. The greater and more enhanced the reputation an article requires the greater becomes the liability of fraud and deceit, and the greater becomes the value of a simple means of guaranteeing to the buyer the quality of the goods.

Thus, "Ivory" for soap, "Coca-Cola" and "Grape-Ola" for beverages, "Royal" for baking powder, "Uneeda" for soda crackers, are all well-known trade marks of great value. The value of each of them is almost inestimable. This value depends solely on the good-will of the buying public, because each trade-mark guarantees to the public the honest character of the goods to which it is applied.

The Trade-Mark Right

A trade-mark is a distinctive name, word, mark, emblem, design, symbol or device, used in lawful commerce to indicate or authenticate from whom has come, or through whom has passed, the article or goods upon or to which the trade-mark is applied or affixed.

From time out of memory the right to use a trade-mark has been recognized as a property right. At an early day the common law of England gave its protection to this property right. To-day all civilized governments recognize this property right, and protect it by statute.

A trade-mark is generally acquired by actual use of the mark upon the goods. The first to use a mark acquires a property right thereto.

Trade-mark property is of value in connection with trade in a particular kind of goods because of the popularity of the goods to which it is affixed. It is true that a good mark is one that may serve as good advertising, but the value of the mark in advertising is a necessary adjunct to its real value as a symbol of the character of the goods. A trade-mark is a part of the good-will of the business. The warrant in law for the protection of trade-marks exists only in the fact that goods are manufactured or sold according to the standards that have established and made the business a success. It would be a fraud upon the public if inferior goods were permitted to bear a mark that the public associated with articles of merit.

Trade-marks may be assigned only in connection with the good-will of the particular business therewith. A license may not be given to use trade-marks, as in the case of patents.

Protection of the Right

It is important to have your trade-mark registered in the Patent Office. If you do any export business you should register your mark at once in foreign countries. Delay in foreign countries often means the loss of the right to use your trade-mark in those countries on account of the frequent piracy of such marks before their introduction into the foreign market.

Canadian Trade-Marks

The Canadian law has a certain particular feature in that it recognizes two kinds of trade-marks; namely, general trade-marks and specific trade-marks. Separate registration is required for each kind.

A "general trade-mark" means a trade mark used in connection with the sale of the various articles in which a proprietor may deal generally, irrespective of their class. A general mark endures without limitation.

A "specific trade-mark" means a trade-mark used in connection with the sale of a particular class of merchandise. A specific mark is for 25 years, but may be renewed from time to time prior to expiration.

The law in Canada and the requirements for registration are practically those hereinafter set down, with perhaps the additional fact that "packaged" and "other business devices" are also registerable as trade-marks.

In Canada, as well as in the United States, the law is practically the same in that no person shall institute any proceeding to prevent the infringement of any trade-mark unless such trade-mark is registered. This requires a plaintiff to get his trade-mark registered before he begins his suit against the infringer, or, if the mark alleged to infringe has already been registered, the plaintiff moves to set aside the registration as invalid and have his own mark registered in its stead.

We are the only firm having our offices in both Canada and the United States, and by reason of our intimate knowledge of both their laws are prepared to prosecute and properly protect trade-marks in both countries simultaneously.

A writer in "Printers' Ink" recently drew attention to the fact that the colors used in trade-marks should be registered. This writer states that manufacturers cannot have their trade-marks registered in black and white and expect to be protected if later colors are used in the trade mark.

GET YOUR SHARE OF BUSINESS

WHEN there isn't much business the way to get your share is to go after it. If you wait for business to come to your door you'll be disappointed. It will be waylaid somewhere down the street and taken by one of your alert competitors. If you think it is true economy to stop making an effort to sell your goods under present conditions, you're mistaken. If you regard advertising as a means of stimulating sales only in good times that's the biggest error of all. Advertising is a fine—necessary—tonic for sick business, too.

Great quantities of drug sundry lines are bought every day—even now. If you are not making many sales it's your fault. Somebody is supplying the demand, and if it isn't you it's your rivals! Find the buyers—there are still a lot of them!

TRADE MARKED GOODS AS HANDLED BY RETAIL DRUGGISTS

Stories of the origin and development of slogans, symbols and trade marks as used on drug lines—Some interesting facts.

THE use of a trade mark brand or slogan has long been recognized by manufacturers as a means of assisting merchants and consumers to recognize articles they are from time to time buying for their business or for their home. Very often the trade mark stands for a certain standard of quality.

The name of the company making the article or articles might be sufficient for the purpose of distinguishing goods if the name could be easily remembered, but very often this cannot be done very easily. Some simple name, device, symbol, or picture, therefore, is called into play and used to distinguish one manufacturer's line of good from those of another manufacturer making a similar line.

The origin of some trade marks adopted by various manufacturers is bound up with interesting stories, but they are not always known to those handling them. A number of trade-marked goods handled by druggists are mentioned below, and the story of the adoption of the trade mark is herewith told in the hope that the telling will prove of interest and be of help to the druggists handling the lines.

Kkovah From Egg

Sutcliffe & Bingham, Ltd., manufacturers at Manchester, England, of "Kkovah" Health Salt and a number of lines of table delicacies, when starting out some 30 years ago with their egg custard, adopted the word "ova" (meaning egg) as a trade name. To strengthen the value of the

Kkovah
Health Salt

quality of the "Ova" custard they put the O.K. to it, and to round out the word an extra "K" was placed in front and an "H" at the end, just to stimulate inquiry. This word "Kkovah" was adopted as the firm's trade mark for all their lines. Thousands of pounds sterling are spent yearly in the Old Country in popularizing the name, and snce the war the Kkovah Works at Manchester have had to be doubled. Besides Kkovah Health Salt druggists also handle Kkovah lemonade powders. The Canadian company's headquarters are at Toronto.

What's in the Name "HYGLO"?

The usual difference between the poetical answer and the practical answer to Shakespeare's query, "What's in a name?" is a matter of dollars; but the case of "Hyglo" both poetry and profit are well taken care of.

In giving a trade name to the manicure preparations of Graf Bros., Inc., "Hyglo" was chosen, not only because it is attractive and easy to pronounce and retain in the memory, but also because it describes vividly and perfectly the appearance of the fingernails after treatment. With "Hyglo" you have "Beauty at your finger tips"—therefore, "Manicure with 'Hyglo.'"

HYGLO
Manicure Preparations

These two slogans, with the name, combine to make "Hyglo" profitable for the dealer, and satisfactory to the consumer.

Original "Nyal" and "Shac" Trade Names

No doubt many in the trade have often wondered how the word "NYAL" originated. When Frederick Stearns & Co. decided to market a line of packaged medicines and toilet preparations in packages uniform in color and design, the selection of an appropriate title for this line was given careful consideration. In view of the fact that it was thought best to market this line using some other name than the Stearns name, a company was incorporated under the name "New York and London Drug Company" and from this company's name, using the first letter of the first four words, the word "NYAL" was evolved and used as the distinguishing title for all preparations in this line. The slogan adopted was "Once A Trial Always Nyal."

Another trade marked name now known in all quarters of the world is "SHAC." This product was marketed for nearly a quarter century under the title "Stearns' Headache Cure." In order to get a simple, readily pronounced and easily remembered name for this popular remedy, the word "SHAC" was coined by using the first letter of each word in the old title. The "SHAC" package is printed in over thirty different languages and each year millions of headaches are relieved by its use in all parts of the world. It is literally true, therefore, that "The sun never sets on 'SHAC'."

"Twicesgood" Identifies "Real Cake" Cones

The Real Cake Cone Co., Limited, Toronto, have as a trade-mark registered the word "Twicesgood" (pronounced twice-as-good), to identify their "real cake" sugar cones for ice cream service. Beyond adopting this striking word to draw attention to their line there is no historical significance to the word. It is a coined word which just fills the bill, explanatory of the acme of quality and delicious flavor of these cones. The "Twicesgood Packing," also a special feature, guarantees of no broken cones; and "Real Cake," the slogan, identifies the ingredients of the cones and the manufacturers of them.

Thermos—From Greatest Name in the World

Thermos bottles and outfits, so well known to-day, are really very new products. They are, perhaps, the only distinctive improvement in bottles since the invention of glass, and the company making them are

running their plants day and night to supply the demand. The trade name "Thermos" is copyrighted as the sole and exclusive trade-mark of the Thermos Companies, and is comprised of the same letters constituting the greatest name in the world—m-o-t-h-e-r-s. These letters, rearranged, give the name "Thermos."

Phonograph Company Use a Logotype Design

The trade-mark adopted and registered by the Brunswick-Balke-Collender Co. of Canada, Ltd., is the word "Brunswick" in logotype as under:

This distinctive type of trade-mark is embodied in every ad. run to give publicity to the Brunswick. Sometimes the tailpiece has the phrase "phonographs and records" and sometimes it reads "all phonographs

in one," but the style of lettering is always the same.

For slogan the Brunswick Company have adopted the phrase "Just you **hear** the Brunswick," which always appears in script letters and in a slant across the ad. space. "Let your ear be the judge" is another phrase used to popularize the Brunswick.

Barley Wreath Connects Up Malt Products

The barley wreath which appears on all the products of the Malt Products Co. of Canada, Ltd., and which is the principal feature of the trade-mark of that company, directly connects the mind of the reader with the "malt products" which are put up by this firm. The general trade-mark of the company is shown in the accompanying illustration, though there are several other trade-marks using this design for their various malt products, the central wording being changed in each case.

Their malt extract, malt flour and other bakers' products carry the name "Panomalt," the origin of which is from the Latin word "Panis," meaning bread.

For their pharmaceutical preparations, such as extract of malt, extract of malt and cod liver oil, malted milk, etc., the name "Pharmalt" is used, the origin of which is obviously Pharmaceutical Malt. The word "Products" is added in each case, so that the trade-mark reads "Panomalt Products ," "Pharmalt Products" or simply "Malt Products" as the case may be.

Origin of Granny Chamberlain.

The familiar figure of "Granny Chamberlain" was first used to advertise Chamberlain's cough remedy in Australia, but the idea did not originate there. The first sketch was drawn by a young lady employed in the head office of the Chamberlain Medicine Company at Des Moines, Iowa. The idea appealed to the manager of the Australian branch, who happened to be visiting Des Moines, and on his return home he began to use it in all cough remedy advertising. It proved to be such a success that it was at once taken up by all branches of the company, and is now used in America, Asia, Africa and Australia.

A Famous Trade-mark

Some of the most successful trade-marks known to this generation have been in the form of the portrait of the originator and proprietor of the products. Take, for example, one well-known to readers of The Retail Druggist—Dr. Chase's medicines. It may be interesting to note just how Dr. Chase came to have his portrait and signature registered as a trade-mark.

After graduating from the State University at Ann Arbor, Mich., Dr. Alvin Wood Chase settled down to the practice of medicine in that quiet college town. He had long been collecting all sorts of recipes and prescriptions, and, seeing the need for these in the lonely rural sections of the country, decided to publish his now famous Dr. Chase's Receipt Book. In order that people might become better acquainted with its author he used his portrait and signature for a frontispiece.

The Receipt Book soon had a wide circulation, and he had people writing to him for medical treatment

from all points of the compass. It was not long before this demand for medicines took up considerable time and attention, and a number of the most successful prescriptions were put up for sale by drug stores.

As is usual in such cases, other people sometimes put up medicines and used Dr. Chase's name, so that as a protection for his patients the doctor decided to have his portrait and signature printed on every package of his medicines.

To this day there is trouble with imitations, but none have ever gone to the length of using this portrait and signature, which goes to prove the wisdom of Dr. Chase's choice of a trade-mark, which is now familiar to millions of people.

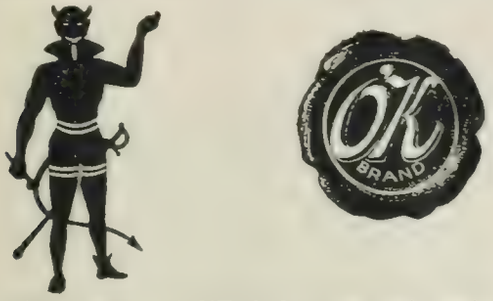
Venus Pencils Have Interesting History

The aim of the American Lead Pencil Co. when it began the manufacture of the "Venus" pencil was to create a quality pencil par excellence. Accordingly the name and figure of the famous statue in the Louvre were chosen fittingly representatives of superlative excellence in one line of human endeavor and applied to the new product which its makers determined should also be a masterpiece in its line. The famous statue associated with a short

pencil stub showing the distinctive mark, with which "Venus" pencils are finished, is now familiar in every part of the world.

Incidentally, when the color of the new pencil was up for consideration, there was no doubt in the minds of the officials of the company that a quicker return on their investment would be assured if they imitated in their new pencil the color of the leading pencil of a similar quality at that time—an Austrian product—widely distinctive yellow finish. A color cannot be patented or copyrighted. The yellow finish was available to any manufacturer who cared to use it.

Those of the trade who were consulted in the matter were unanimous in their opinion that it would take years to establish a considerable demand for a pencil of different appearance and advised that the yellow color of the



"Pluto" water and O'Keefe beverages trade marks

competitor be used. The abounding faith of the officials of the company in the superiority of their product and their conviction that in the long run the meritorious American pencil would win out; together with their disinclination to copy the distinctive feature of even a foreign product, were factors that finally decided the matter. So the "Venus" pencils were put on the market in a distinctive green, water-mark finish, that could not possibly be mistaken for anything else.

Origin of the Pluto Trade-Mark

Pluto, in Greek mythology the god of the lower world, was the son of Chronus and Rhea and brother of Zeus and Poseidon. Having deposed the father Chronus, the brothers cast lots for the kingdoms of the heaven, the sea and the infernal regions. The last, afterward known as Hades from their ruler, fell to Pluto.

Here he ruled with his wife Proserpine over the other powers below and over the dead. He was stern, deaf to flattery, and sacrifice to him was of no avail. Later, owing to his connection with Proserpine, the idea of his character underwent a radical change. Instead of the life-hating god of death, he became a beneficent god, the bestower of grain, minerals and other blessings produced in the depths of the earth. In this aspect he was called Pluto, the "giver of wealth," and was sometimes represented as an agricultural god, carrying a cornucopia and a pronged fork. The "house of Hades" was an abode deep down in the earth, and the god was invoked by rapping on the ground. In the oldest Greek mythology the "house of Hades" was simply the home of the dead, good and bad alike.

Proserpine was a Greek goddess, daughter of Zeus and the earth goddess Demeter. As she was gathering flowers with her playmates in a meadow, the earth opened and Pluto appeared and carried her off to be his queen in the world below. Torch in hand, her sorrowing mother, Demeter, sought her through the wide world, and finding her not she forbade the earth to put forth its increase. So all that year not a blade of corn grew on the earth, and men would have died of hunger if Zeus had not persuaded Pluto to let Proserpine return.

The Sicilians celebrated the festival of Demeter when the corn began to shoot, and the descent of Proserpine when it was ripe. At Cyare, a fountain near Syracuse, which Pluto made to spring up when he carried off his bride, the Syracusans held an annual festival, in course of which bulls were sacrificed by being drowned in the water.

Thus the famous Pluto spring, flowing from the depths of the earth, the mythological inferno where the fumes of sulphur predominate, derived its name from the ruler of its source, Pluto, the "giver of wealth and health" to all mankind.

A Happy Letter Combination

The trade-mark O'K, which is used as a brand on all the beverages put up by the O'Keefe Brewing Co., is, as can readily be seen, an abbreviation of the name O'Keefe, and the slogan of the company is that "the O'K brand of beverages is O.K." It is, as the heading above states, a happy letter combination.

Windsor Suggestive of British Stability

The word "Windsor," which has been chosen by the Windsor Phonograph and Record Co., Limited, Montreal, for their line of phonographs, was selected as a suitable name because of the fact that it is of Canadian or British origin, and because the company claims to be pioneers of the "all-Canadian" phonograph and records recorded on Canadian soil. After considering thousands of other names nothing seemed quite so suggestive of British stability as the word "Windsor" for a trade-mark, with a picture of Windsor Castle in the background.

Dr. Thomas' Eclectric Oil

A trade-mark is a valuable asset in the proprietary medicine trade. Created at a time when the preparation has little or no sale and relying entirely upon the merit of his product, the manufacturer has to patiently, consistently and continuously pour out money to create a demand, often depleting his own finances and straining his credit almost to the breaking point.

So if he emerges from the struggle with success he has something which he not only values highly himself but which by its cumulative power is of tremendous value. This trade-mark he will guard more carefully even than his formula, much as he may prize it. Thus it was Dr. Thomas' Eclectric Oil came into its own. To-day it is a household word and its slogan "worth its weight in wold," is a phrase familiar to many lips.

"SAVE YOUR MONEY IF YOU WANT TO START FOR YOURSELF"

Some specific instances of men who have started in business with very small capital and built up large establishments.

By W. L. Edmonds*

A LITTLE group of business men, while smoking their after-luncheon cigar in one of Toronto's leading clubs the other day, fell into discussion of the opportunities Canada afforded to-day for engaging in business on their own account of young men of moderate means. All these men had lengthy experiences in business and a couple of them made fortunes and were living in retirement. The concensus of opinion was that as far as opportunity was concerned no country in the world was more inviting than Canada. But on the other hand they all agreed that many a young man missed opportunities for getting into business for himself because when the chance presented itself he was unable to grasp it for want of capital.

"Do you know", remarked one of the group. "It is a mistake for any young fellow to think that he can't get into business for himself unless he has a large amount of capital at his command. The young fellow with but a few hundred dollars often has his chance. But the trouble to-day is that altogether too many young men, attracted by the pleasures with which they are surrounded, fail to save the necessary few hundred dollars. In fact a great many of them haven't even a dollar in the bank. Furthermore, those who fail to save their dollars are usually those who fail to utilize their spare time in improving the quality of their mind. They neither read nor think."

And this remark, which was unanimously concurred in by others in the group, led to the recital of specific instances of successful Toronto business men, who, when making their initial venture, had but a few hundred dollars in their possession.

Started With $400

About ten years ago a young man in the employ of a small firm was approached by his employer.

"Say, Bill," remarked the latter, "Have you any money?"

Now Bill was one of those "happy-go-lucky" fellows who, while he made a host of friends, had never taken any steps towards the creation of a bank account. On this particular occasion he had three dollars in his pocket and so informed his employer.

"That's no use," explained the latter. Then turning to another employee, he asked, "Have you any money, Charley?"

"Well, sir, I've got a little, but it's only four hundred dollars."

"That's not so bad," remarked his employer, and then he added: "How would you like to put it into business. If you will I'll give you a third interest. The situation is this: I have secured a contract which is a little larger than I can readily finance, and that four hundred dollars would put me on easy street."

The next day Charley became a partner. To-day he is one of Yonge street's successful business men, while Bill is—at any rate was a few weeks ago—numbered among Toronto's unemployed. And yet, but for his lack of thrift, he might have to-day been filling Charley's shoes.

Message Boy to Big Merchant.

A little over half a century ago a sixteen-year-old boy obtained a job as a message boy in a King street store which stood on part of the site now occupied by the King Edward hotel. He was honest, industrious, and from his scanty earnings made it a habit from the start to save a portion each week. In time he became a salesman in the store, and when about nineteen he was sent to Bowmanville to manage a retail business his employer had purchased there. He was so successful that when his employer purchased a still larger business in Oshawa he was sent there as manager. Again he made good. Shortly after this his employer decided to open another store in Toronto. It was located on King street near the market, and this particular young man was brought from Oshawa to manage it. By-and-by he was given the opportunity of taking over the business on his own account. He hadn't much money, for salaries in those days were small. But he had managed to save nearly a thousand dollars. As his old employer informed him that he would accept notes spread over a three-year period without any immediate cash payment, and would stand behind him in case the young man made the venture.

As time went on and the business grew, the young merchant conceived the idea that he would like to buy a portion of his stock in England, believing that he could thereby increase his profits. But the trouble was he had no credit in England. He discussed the matter with his old employer, and the latter opened up the way by allowing the goods he purchased in England to be consigned in his (the former employer's) name, the latter to pay a commission of 5 to 10 per cent, according to the nature of the goods.

This arrangement did not, however, last long. For after a few trips to England he was made independent of his old employer, exporting merchants there, attracted by his business acumen, his integrity and enterprise, volunteered to furnish the necessary credit. That young man ultimately became one of the largest drygoods merchants in Toronto.

"Now," remarked the man in the group who recited the circumstances, "it is possible he would not have attained the success he did had he not obtained the assistance of his generous employer. But, on the other hand, he would not have been able to take advan-

(Continued on page 28)

*Mr. Edmonds' experience of over twenty-five years as editor of business papers and his more recent experience as financial editor of The Globe, Toronto, gives him exceptional authority as a writer on business topics.

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The RETAIL DRUGGIST of Canada

Publication Office:
[illegible]
TORONTO
Phone [illegible]

PUBLISHED FIRST WEEK OF EVERY MONTH

JAMES O'HAGAN, *Editor*

Subscription Rate, $1.50 per year in Canada, Great Britain and British Colonies; $2.00 to the United States.

BUILDING UP TRADE THROUGH PROFITABLE SIDE LINES

THE druggist who achieves the greatest success does not just supply the demands of his customers. He sells goods over and above actual demand. In short, he creates demand. This may be done in a variety of ways, display, advertising or personal talks. The latter method is not used by many druggists to the extent it might be.

The objection is frequently offered that patrons do not like to be pestered by being asked to buy other goods than those they ask for of their own free will. There is no need of "pestering" purchasers, however, in endeavoring to introduce additional goods. Travellers who visit your store would not remain on the road long if they did not attempt to sell goods over and above actual demand. And yet, you do not feel that you are being pestered by the average traveller. In fact, you have got to acknowledge that you appreciate many of the new lines that they introduce to you.

The same thing is true in regard to selling goods retail. Patrons appreciate your interest in them. Of course, there is a way of doing this in order to avoid offense. Never try to force goods on a person who enters your store. You can offer suggestions in a way that will make it appear that you have merely the person's interests in mind. A diplomatic salesman can easily do this.

A wise choice of time for introducing these additional goods must also be made. Never attempt to introduce goods when the caller is apparently in a hurry. When a customer has finished giving an order or making a purchase, you can easily tell whether she is at her leisure and is likely to take kindly to your suggestions.

This is a splendid aid to increased sales, as all aggressive druggists know. If you have not developed this method of making sales get in line at once.

* * *

SOME say that the stock in drug stores is now too varied and that we have more side lines than can be taken care of, but it is all a point of view.

Of all lines which have a steady, all-year-round sale, candy is perhaps the most profitable, and the seasonable line is headed by the soda fountain. Many successful pharmacists pay their annual rent from soda sales, and this is true, even where the season is very short.

Cigars are good, but don't try to build up a cigar clientele on poor goods and an ordinary show-case—it won't pay this way.

Souvenir post cards are in great demand and very profitable, so look after your assortment and get them out on the high road where your customers will have to see them.

Trusses are in steady demand and pay a handsome profit, even though truss fitting is not very pleasant work.

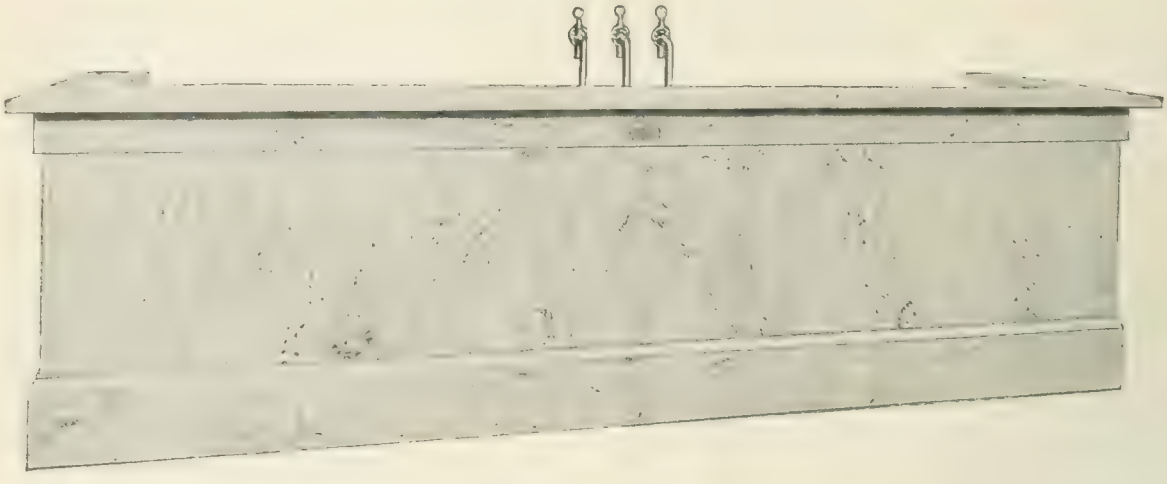
Stationery is too often stowed away in some cubby hole, and little attention given to selection of stock—the results being my lady goes to the department store to buy stationery, and while there sees toilet water on sale for 69c, and thus two sales are lost. Get the stationery out in front and make it your business to see what the down-town price is on standard lines before you add your customary profit and mark.

Floor stains, enamels and varnishes are good sellers and return a good profit, and an increasing number of druggists are handling these lines.

Leather goods are in the doubtful class because the average druggist cannot compete with department store prices, the styles in handbags and ladies' purses change every season, and the stock deteriorates.

Remember, however, that it is far better to have a few or even one or two good side lines and excel in these than to have a poor variety of many. Concentrate some of your advertising on your side lines and watch results.

Profitable
SODA FOUNTAINS



Inadequate equipment will make a great difference in the yield from your investment in the Ice Cream Department. It will pay you well to keep out in front in your particular neighborhood. If you have already established a nice business in your section, maintain it and make it grow by presenting a new front to your customers. Install a modern Clear Counter Outfit, in 8, 10, 12, or 15 feet, new McLaughlin Type, and your service will improve wonderfully. Your patrons will congratulate you on your smart appearing store and your sales will increase astonishingly. Order quickly and reap the harvest of small change that will flow into the cash register.

We have fountains on the floor for prompt delivery. Will send a catalogue on request. Write now.

"The Soda Fountain Supply House of Canada"

J. J. McLAUGHLIN, LIMITED

TORONTO - CANADA

FOUNTAIN AND BEVERAGE SALES AVERAGE $300 A WEEK

The P. Dunnigan, Limited, yellow front drug store at Hamilton, features fountain drinks and light lunches.

A DRUG store that is making a decided success of fountain and beverage sales in the James St. South store at Hamilton, Ont., of P. Dunnigan, Ltd.

Winter and summer the fountain is in operation. Naturally a large proportion of the cold weather sales is of the hot drink variety—cholocate, cocoa, coffee and bovril—but a sufficient quantity of ice creams and sodas are sold to make the fountains a "well-worth-while" proposition the whole year round.

Mr. Dunnigan entered the drug business on his own account in Hamilton about five years ago, opening his first store at 431 Barton Street. To-day he has six retail drug stores and a receiving and stock warehouse—seven establishments in all

His second store, the one under review, was opened four years ago at 10 James Street South, and has been a busy place from the day it opened, although there are three other drug stores in the immediate vicinity.

The fountain was built into the James Street store, and has been a prominent feature from opening day. The

Display windows of Dunnigan's James St. "Yellow Front" drug store at Hamilton. The windows are frequently changed, and every day a new label is attached to the glass on the outside, drawing attention to some particular beverage that is served at the fountain.

The fountain in Dunnigan's Hamilton drug store, which brings in a revenue af $300 a week. It is not very large, but it brings the business.

manager of this department is Geo. Bevan, who formerly was with Bingham's, Toronto, and a man who understands the making and serving of fancy fountain concoctions. He has two young ladies assisting him.

The store itself is rather small—about 15 feet wide and 65 feet long—half of which is given over to a light lunch room at the rear where fourteen tables are arranged and set out. The ground floor only is occupied by P. Dunnigan Ltd., the upper floors being used as offices.

Yellow Front Makes Store Stand Out

The store, being situated in the very centre of commercial Hamilton, it would seem necessary, if the store is to attract attention, that it should stand out from all the other buildings round about. This has been brought about and secured by giving the shop a bright yellow color. In fact, all the Dunnigan drug stores have this distinguishing and distinctive color, and in all the firm's publicity and newspaper advertising "Dunnigan's Yellow Front Drug Stores" is played up strongly.

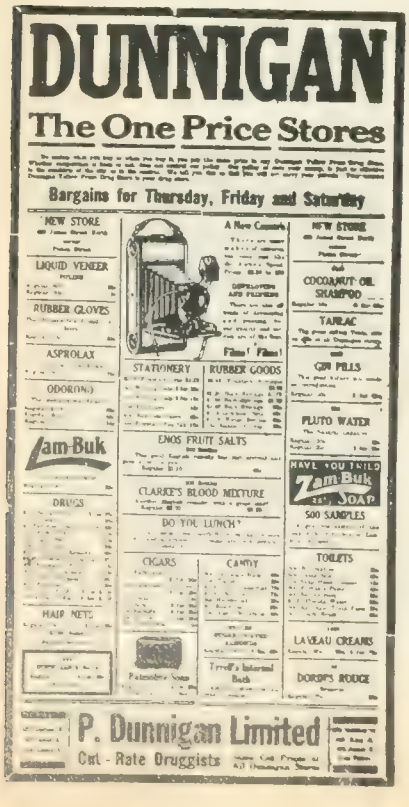
Across the front, above the door and windows, "P. Dunnigan, Limited," is emblazoned in large golden letters, which can be read away down King Street, and a hanging sign, bearing the legend, "Dunnigan saves you money. Read our ads.," can be seen by people coming up or down James Street. So the store is made a prominent feature of Hamilton's commercial centre.

Much is made of window displays. Frequently they are changed every day, and certainly never a week goes by but two distinct displays are made in each window.

Every day, too, a new window sticker is attached, drawing attention to some new beverage or fountain drink or some special fountain or lunch-room dainty, and the expert in charge has a large number of them.

Interiorly, the store furnishings are likewise yellow—shelves, fountain and decorations. The store has just been newly decorated for the summer season.

In conversation with Mr. Bevan, THE RETAIL DRUGGIST was informed that the summer season practically opened the Saturday before Easter. Their beverage and fountain sales that day ran between $80 and $85, and have been running close around $80 every Saturday ever since. Other week days the receipts average $40 to $45 a day.



Almost a full page space is taken once or twice a week to draw attention to special offerings.

Quick Lunches Also Served

During the past couple of years quite a trade has sprung up in the serving of quick noon-day lunches. The proprietor had gone into the question of catering in this regard very carefully. At one time, with increasing customers, he thought of inaugurating a luncheon for serving full-course meals; but, on investigation, he found that with a restaurant next door and several others in the vicinity, with the department stores also serving meals, the energy and work necessary to keep a competing department going might better be used along a little different line.

So the quick lunch idea was inaugurated, and the scheme has been a success, every item on the bill of fare, as served, shows a profit. All kinds of soups are served,

DO YOU LUNCH?

At our James Street South Store, our dainty noon lunches and afternoon ice creams are very popular. Meet your friends there.

In the newspaper advertising a central panel is used to suggest the Dunnigan lunch

Campbell's tomato being a strong favorite, as also is Bovril. Hot drinks also may be had—tea, coffee, cocoa, and chocolate. Many of the business men in the vicinity come to Dunnigan's at noontime for hot milk, sandwiches and pie, because they can get these articles always in a hurry.

In fact, where time, trouble and expense would be incurred in running an up-to-date restaurant, these are eliminated in the hot quick-lunch idea as carried out at Dunnigan's. This is proven by the fact that the propritors of James and King Streets business houses pass a couple of restaurants to lunch quickly at Dunnigan's drug store. And even clerks from a nearby department store, where noonday meals are specially catered for, are daily frequenters at Dunnigan's.

Where Trade Comes From

This James Street store has other customers frequenting its fountain and lunch room. Two daily newspapers are within a stone's throw, and several banks and financial institutions are close at hand. The employees of these buildings, as well as the office roundabout, are also noonday customers.

The firm makes up its own sandwiches, and "Dunnigan's" brands of tea and coffee are served at the tables. These teas and coffees are to be purchased in pound and half-pound packets in all the Dunnigan "yellow-front drug stores," so this publicity stunt increases sales of these lines.

With the ushering in of summer the beverage lines are going more strongly. The day the writer called at the fountain, "Hire's milk shake" was that day's special beverage feature, but there are also a number of other beverages which are strongly played up, said the manager.

The firm make up their own fruit syrups, but serve Burke's "Uneeda" ice cream. They have four ginger ale lines—"Dunnigan's dry," made for them by makers of Canadian Club ginger ale; "Canada Dry," Sutherland's, and "Gold Seal." The latter is made by the Coco-Cola people, whose original beverage is as well a strong line.

Two grape juice lines, Niagara and Welch's are served. Other fancy iced drinks are made up by Mr. Bevan, including a lemon drink, Horlick's malted milk and egg-noggs.

The quick lunch busy hours are from 11.30 to 2 o'clock, though the service is available all day. Being on the way to the C.P.R. station the "yellow-front store" catches some of the travelling public's business in lunches, sodas, candy, cigars and toilet articles. This business is scattered over the day and evening, and never at any time is there a rush with this class of trade, though every week it totals a tidy sum.

Shoppers And Scholars Good Spenders

The busiest time of the day for the fountain is from two to five-thirty in the afternoon. In the early part of the afternoon women shoppers are frequent callers and this class of patronage means, perhaps, the most profitable side of the fountain business. Every day the serving room is well filled from two o'clock on.

Around four in the afternoon another class of good customers enter—the school girls and boys attending the high school. Most of these are residents of the city, but not a few are from out of town, waiting a few moments for their radial car. These young patrons order some fancy ice, which averages about 25 cents a plate, and nearly all of them call two or three times a week.

Around five the complexion of the patrons change. Office girls and young men on their way home from work, and women tired after shopping, come in for a few minutes before catching their car.

The supper hour and the evenings bring in the casuals, but the rush is over before six o'clock, and except for Saturday evening, the store's callers are those asking for goods at other departments.

The "Thank You" Drug Store

In the lunch room is a gramophone which guests are allowed to use, and if they do so they are requested, by a card, "If you play a record, please change the needle. Thank you."

"Thank you" is a part of the service of all the "yellow-front drug stores." All notices and requests are accompanied by this exclamation. The most prominent notice in the lunch room states: "It is our earnest desire that every dish we serve shall please you. If it does not, send it back. We must have you satisfied. Thank you."

Candy and cigars, soaps and toilet powders, are other prominent lines in this James Street drug store. Both these departments have proven decidedly profitable.

An idea that might be worked in other small drug stores, where space is not too readily obtainable, is to feature samples of various goods and sizes of packages as is done in this Dunnigan store. Towards the front of the store, on the shelves back of the counter, are samples only, with prices of the various goods and sizes underneath, thus serving the double purpose of display and giving the price, answers to two of the first questions asked by 99 out of every one hundred customers.

Besides the James Street store a fountain is installed in another Dunnigan "yellow-front store," at 663 King Street East. This store, however, is situated in a residential centre, and is used only in summer time, though ice cream bricks and bottled beverages are sold all through the winter.

In winter time the fountain in this east-end store is used for boxed candy display, so it is put to work for one purpose or another throughout the year.

PROHIBITION WILL HELP SALES OF FRUIT DRINKS

The coming of the prohibition should greatly accentuate the demand for fruit syrups and flavors of all kinds for use in soft drinks, and it appears more likely that there will be an under-supply rather than an over-supply of grapes and other fruit for this purpose.

The elimination of the stronger drinks, and the passing of beer, is pound to result in a strong demand for drinks that would, in some degree, fill the place of the prohibited beverages. It is known that fruit and fruit juices reduce the craving for alcohol to a very marked extent, and it may be assumed, therefore, that they supply, in some measure, what the human system obtains from strong beverages—but with the alcohol omitted. The fruit eater is rarely a hard drinker, and the drinker of intoxicants usually eats little fruit.

And it is pleasant to remember that the druggist with a soda fountain has a prominent part in the increased sale of fruit and grape products. Much of these products will be used by the bottling trade, but it is likely that the principal sale will be over the counters of the fountain man.

MAKE GOOD ON THE FIRST IMPRESSION

It is most important that the owner of a soda fountain, who wants to make a bigger success of his fountain than ever before, should start the season right and at the very beginning make a good impression upon his customers. This can only be done by putting in a stock of the very best materials and seeing to it that there is some one at the fountain who understands his business and who really knows what a good drink is and how it should be served. The customer who arrives early in the season and goes away dissatisfied is not apt to return, as he will form an opinion that it will not be easy to change. The proprietor may have lots of excuses, but the public is interested only in results.

BE SLOW TO CUT PRICES

The soda fountain outlook for the season is encouraging. It is foretold that sugar will be lower in price, but this does not mean that candies and fountain drinks will necessarily be cheaper. Freight rates are going up. The labor situation is not relieved. Fuel is scarce and high. It is all but impossible in some parts of the country to get business locations. Overhead expense is increasing. So do not be misled into cutting prices until the action is warranted.

FORMER DRUGGIST SPREADING OUT

Bingham's Downtown, Limited, Toronto, has been incorporated with a capital of $200,000, to conduct a confectionery, baking and restaurant business. This is the second store Mr. Bingham is connected with since his retirement from the drug business.

Confectionery

TORONTO DRUGGIST SELLS $1,800 WORTH OF CANDY A YEAR

E. M. Porter, by up-to-date methods, greatly increases candy trade—Helps that have built up business—Increases his sales 500 per cent.

"OUR yearly account with one candy manufacturer alone totals $900, and, as we handle three lines of candy, though pushing strongly only one, you may guess what our candy department means to us."

This was how E. M. Porter, an energetic young druggist, whose store at 1925 Yonge Street, North Toronto, answered an inquiry in regard to the number of boxes of candy he sold over his counter in the course of a year. He felt he could not decide the point exactly, as he sells chocolates in boxes, bulk and bars.

A little calculation, however, gives us a base of 1,000 boxes of the better grades of chocolates are sold by Mr. Porter, for there is a steady demand the year round, with particularly heavy runs at Christmas, Easter, holidays and Saturdays, and the receipts from candy sales might run pretty close to $1,800.

The bar chocolates sell well on school days. The Porter store is located in a growing residential district, and many young families are making their homes in the vicinity. The children passing to school and home again are frequent visitors to the store accordingly.

Catering to the Young Folks

Mr. Porter believes in catering to the children. It is one of his characteristics. This, with his resourceful methods and up-to-date catering to the wants of his community, has made his business a success.

A window display in the Porter store that sold nearly a hundred pounds of candy.

While chocolates and candy are handled in fairly large quantities, they are not the only sure line that Mr. Porter carries. What he does with his candy line he also does with the other goods in his store.

Window displays are strong features in the Porter store. The accompanying illustration shows what he does in this regard.

Week-end bargain sales have greatly increased candy sales. A window display, the distribution of a weekly dodger from house to house in the immediate

neighborhood, and a large stock always in sight bring in customers who purchase their sweet supplies for the family over Sunday.

Very often these special sales have the tendency to make additional sales of other goods, and the store service is not slow in introducing or suggesting new or other lines. This will account for the growth of business generally in the store.

Increases Business Five-fold

When Mr. Porter, who was a clerk in a down-town drug store, took over his present business from his predecessor five years ago, the neighborhood was not so well built up as it is to-day. But even to-day there is plenty of room for hundreds of additional homes.

With little cash Mr. Porter entered business "on his own," but he had grit and plenty of ideas, and it speaks well for his business acumen that he has liquidated all debts, purchased the property and increased his sales five-fold over his predecessor's record of five years ago.

As he says himself, he will "try anything once." This in answer to the query relative to his candy department and a number of other side lines which he has added from time to time. Some of these pay and some do not, but he has not lost money on any line yet. After a reasonable time for trial, any department that does not show a profit is quietly dropped.

Candy as an Introductory Line

The candy stock has been a great "introducer" for many lines in the store. He realizes a good profit on his chocolate sales, besides making sales of other things when customers come in.

While chocolates and candy are a big line, Mr. Porter also handles stationery, photographic goods and magazines. He has tried to make his store a community centre—and has succeeded. He has looked into the future when the property round about will be built up, and he has put in some stocks that to some might appear to be ahead of the times.

He is a strong believer in publicity, and accepts any legitimate opportunity to get advertising. Selling current magazines gets him into touch with many of the homes in the vicinity. And by stocking up a few ladies' dress patterns he gets some publicity service from the publisher of "Designer" styles, which helps him with the housewives.

For stocking these patterns and soliciting sales the publishers send him 400 fashion plates a month for distribution. The fashion plates, some 16 pages in size, carry on the front page, beside a colored illustration, an advertisement for Porter's drug store. The fashions, too, are issued a month in advance, when they are most acceptable in the home.

Fashion Plates Attract the Ladies

The current number of "Designer Styles" carried this advertisement:

SERVICE

If you appreciate service, you will find it here. We strive to give service in every department of our work, by being prompt, courteous, accommodating, by having always what you want, or procuring it with all haste.

Your prescriptions will have our special attention and care.

WE NEVER SUBSTITUTE

Pure Drugs Accurate Dispensing

PORTER'S
Drug Store

1925 YONGE STREET
'Phone Belmont 136

These style sheets are placed on a little table at the door with the invitation to all who enter to "take one home."

Putting Out Weekly Community Dodger

Another publicity feature of the Porter store is the issuing of a weekly dodger, which is distributed in the neighborhood. In conjunction with three other retailers in other lines, who place their advertisements on a single sheet, 1,000 of these are printed every week. The cost thus is equally borne by the four retailers, who also bear the additional cost of distribution, thus making the dodger a valuable "suggestor" at a low cost.

A little introduction at the top starts off the wording of the dodger. One of these recent introductions started off with:

CASH VALUES FOR THE WEEK-END

Last week was the best we have had for a considerable time, therefore, we know you are giving our advertising some consideration. We are out to build up more; come out and make your own district lively and save money; we will not be beat for price with quality.

Then follows the ads of the merchants, each one using a new special every week.

Aunt Martha Chocolates, Limited, Toronto, have been incorporated with a capital of $135,000.

Week End Special
SAVOY'S
TURKISH DELIGHT
Containing Nuts
Regular 40c pound
29c per pound

This Turkish Delight is made in Canada for Canadians, and is the equal of any Turkish Delight imported from foreign countries.

LOOK
For the dealer displaying the special
Red Sales Card

Friday and Saturday Special
SAVOY'S
CHOCOLATE FRUIT CROQUETTES
49c per lb.
Regular 70c

Walnuts, Cocoanut and Maple Cream
Cherries, Cocoanut and Vanilla Cream
Filberts, Cocoanut and Strawberry Cream
Raisins; Cocoanut and Lemon Cream

Each piece half coated in Chocolate, making a delicious confection.

The Savoy Candy Co. of Toronto have been putting on week-end specials of one particular line, changing every week, and advertising in the dailies of that city to look in drug windows for red card or green card for candy specials

W. M. MOUNFIELD, PARKDALE, INCREASING RECORD SALES

How he is putting over his stunts—Working out ideas and methods—Studies his clientele—Personality and intuition count.

By Staff Editor

THOUGH commencing his record department only last October, W. M. Mounfield, druggist, at 99 Spencer Ave., Toronto, has already made his store a centre for his community for the selling of musical records.

"We opened up this department," said Mr. Mounfield, "to take, during the winter month, the place occupied in our store's trade by the ice cream fountain, which we conducted last summer for the first time. The fountain trade with us is a summer business, though we sell ice cream bricks all year round."

This drug store is a new one, Mr. Mounfield having opened up in his present location less than two years ago. While there are other drug stores in that section of South Parkdale, the Mounfield store has been a success from the start.

First one department has been given a start, then another, until at present practically everything that the modern drug store carries is to be found here.

Choose Stock Because of Service

Coming back to music records, Mr. Mounfield looked about for a good machine with record line to meet what he considered his requirements. Then he chose the Brunswick, principally because of service. While Mr. Mounfield carries a fair stock of records he cannot stock them all, but he says he is enabled to get any record wanted within, at most, 24 hours, and generally within considerably less time.

Mr. Mounfield's story of his first stock selection is very interesting. Almost every home in the vicinity has a music machine. This was the fact that induced him to start a music record department.

The next thought that occurred was the fact that the people in his locality were those of the better class, so he made a careful selection of nice vocal records with some fox trots for the young people fond of dancing.

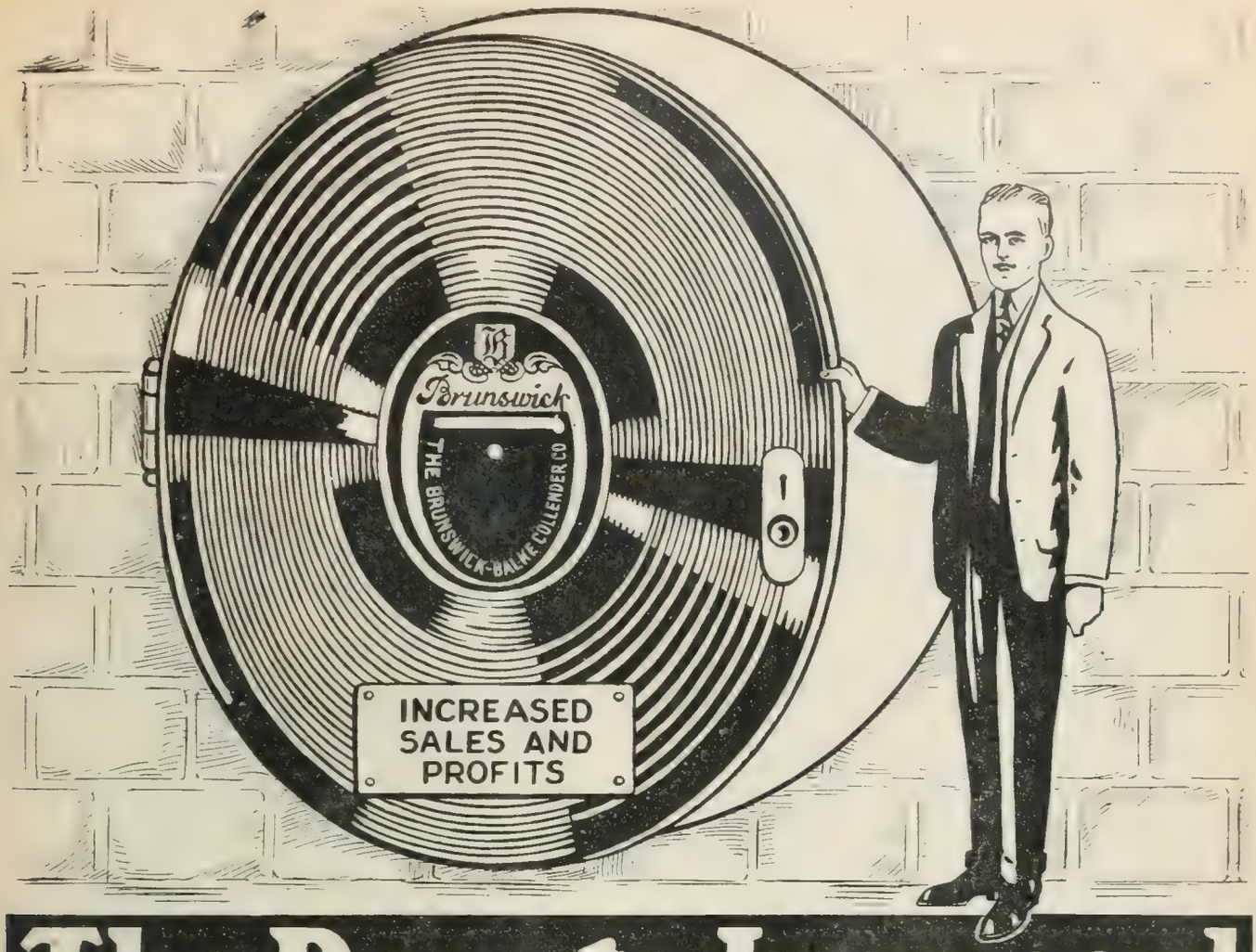
But following the Christmas season, when sales toned down a bit, he wondered why some of these "nice" records like "Somewhere" and "Island of Dreams" were not moving more freely, and he started to do something. His window displays, though neat and well trimmed, did not draw the trade he expected; neither did his advertising circulars, although several advertising experts called to congratulate him on his original ideas. Since opening the store he had spent $731 on circulars and as he says himself, he traced the $31 in sales, but is still out the $700.

Slow Movers Made Him "Hunch"

The piece, "Margie," was popular just at the time he took this "hunch," and getting out a little folder with a query mark on the outside, he asked "Have you heard Margie?" Some of these he distributed himself along the houses on the street to make sure they got into the homes; the rest he turned over to a couple of his messenger boys. A legend on the window read "Have you heard Margie?" And he asked the same question of patrons in his store, starting off the record while he attended to their wants. The result was that he sold many of these records.

A short time ago a business man in the locality—one of that type who "wants what he wants when he wants it," and doesn't care about the price—entered the store on his way home for supper and asked if Mr. Mounfield had the record "Marche Militaire." Mr. Mounfield for-

W. M. Mounfield and "embryonic" in front of his drug store, Spencer Aveuue, Toronto. It is a small store but a big business is done in it.



The Door to Increased Profits is open to You

WALK through the door and get the increased business from selling Brunswick Records that is waiting for you on the other side. Brunswick Records are extensively advertised. They are the only records with the SPIRAL GROOVE—a feature that makes the automatic stop on all phonographs really useful. They are played on ANY MAKE of phonograph or talking machine. They sell for CASH. They extend your list of permanent customers. Scores of druggists in all parts of Canada are now selling Brunswick Records and making bigger and bigger profits every month simply because Brunswick Records — with their exclusive artists and high-grade musical qualities—give the people exactly what they want.

Begin now—the door is open.

MAIL US THIS COUPON NOW

The Musical Merchandise Sales Co.
Dept. R.D., 79 Wellington St. W., TORONTO

I am interested in selling Brunswick Records. Please send me full details of your proposition.

Name .....

Address .....

tunally had it on order and replied that it would be in at seven o'clock that evening.

The man asked to have it sent over to his home, giving name and address, and he would buy it if he could not obtain it earlier from some other store. Just as the man was leaving the ordered records arrived and Mr. Mounfield asked the customer to wait and hear the piece, which he did. After its conclusion the man said "that's the best piano record I ever heard; when you have any more good ones send them over on approval."

Mr. Mounfield has been doing this ever since, and the customer has been purchasing the majority of them. Mr. Mounfield has also been extending this service to other people who have purchased records, carefully noting the type originally purchased, and this stunt has proved very successful.

Use Manufacturers' Helps

The manufacturers have been supplying new monthly record lists. These Mr. Mounfield has been stamping with his store stamps and delivering to all those who have previously purchased records from him, the remainder he has delivered to those people in the vicinity he knows have music machines.

Another stunt Mr. Mounfield tries out with his friends—and they are numerous, as he calls almost everyone coming into the store by their first names— is to say "Well, Jack, have you a dollar on you to-night?" "Why, yes," replies Jack. "Well, here's a new record; just try it out and if it suits, take it for the dollar." That sells the record, too.

Located at the upper end of his street where all residents have to pass his store to get the car going down-town, Mr. Mounfield is so placed that he is enabled to get the eye of his fellows, and being of a charming personality with an intuitive knowledge of the requirements of his community, it is not strange that he is making a success of his record business (he is selling more records now than previous to the Christmas season), for he has built up other side lines equally well and has done so without having to enter the "cut rate" business.

"Mind you," said Mr. Mounfield, "music records are but a side line, and I cannot give them the attention I do to dispensing, for first of all, a druggist is a dispenser—the other lines are but additions."

So highly regarded is Mr. Mounfield as a dispenser that any person who knows Toronto will value his record when on a recent day he had to deliver prescriptions as far east as the Woodbine and north to St. Clair avenue.

But he has many useful ideas which he is putting into play in his business and he will be heard from later on.

KNOW YOUR GOODS

This is where many merchants fall down—they don't know their goods. A two-cent stamp will bring you into touch with the manufacturers of phonographs and records. Don't be satisfied to invest your money until they tell you everything they know about them. Profit by their experience, glean every particle of available information and become so well versed yourself that you will be able to go into extensive detail in explaining all you know about the goods. Know the goods you are trying to sell and be prepared to answer intelligently the thousand and one questions prospective buyers will be sure to ask.

The Acadian Phonograph Co. Ltd., Toronto, has been incorporated with a capital of $40,000.

"SAVE YOUR MONEY IF YOU WANT TO START FOR YOURSELF"

(Continued from page 18)

tage of his employer's offer to start in business for himself had he not by thrift saved that thousand dollars. The young man who is honest, capable, industrious and thrifty will ultimately catch the eye of someone."

School Teacher to Manufacturer.

Some forty years ago there was a bright, ambitious young fellow teaching school in a village north of Toronto at a salary of $300 a year. Being of a thrifty turn of mind, and ambitious to qualify for a higher grade of teaching, he saved one-third of this amount. With the $100 thus saved he financed himself in Toronto until he had qualified for the desired higher grade, as a result of which he secured a school which paid him $400 a year.

Finally becoming discouraged over the inducements offered by the teaching profession, he threw up his position and came to Toronto bent on embarking upon a commercial career. He was at that time twenty-four years of age, but nothing daunted he accepted a job as man of all work in a well-known retail store which did a miscellaneous business, tinware, lamps and hardware being the principal lines handled. Among his duties were sweeping the store and running messages. Although rather humiliating work for an educated young man of 24 he applied himself zealously to his work, and systematically set aside from his weekly wage every possible cent, and in the meantime keeping his eyes open for a more attractive position.

One day, while engaged in sweeping, he overheard one of his employers inform his partner that he had decided to discharge the bookkeeper on account of the frequency with which he went on a drunken spree.

"Mr. P——," remarked young E——(E is the first letter in his name) to the senior partner of the firm, "I don't want to push another man out of his job, but I would like to take charge of the books until the bookkeeper returns."

"Well, the bookkeeper won't return, because we have decided to discharge him. But you may take charge of the books, and if you make good we'll give you an increase of four dollars a week." Young E—— took charge of the books, made good, and got his promised advance within a week.

A year or two later the head of a certain stationery and paper house, becoming in some way apprised of E ——'s merits as a bookkeeper, offered him, at a considerable advance in salary, a corresponding position. This he accepted.

Shortly afterwards he rather regretted that he had accepted, for the firm, through bad management, was forced into bankruptcy. The failure of the firm proved to be the turning point in E ——'s career. And it came about in this way. One day, when going over the books with the principal creditor, a large paper manufacturer, the latter, after commenting on the excellent way in which the books were kept, turned to him:

"Mr. E ——, have you any capital?"

Wondering why such a question should be put to him, he replied: "I have saved fifteen hundred dollars."

"Well, how would you like to join my brother in taking over this business?"

The offer was accepted, the partnership formed, and the business is still in existence with Mr. E—— at its head. The only difference being that it is now one of the largest concerns of the kind in the Dominion.

Twelve Reasons why the Retail Drug Trade of Canada should stock and push the sale of

BLACKSTONE

10-CENT

CIGARS

If you haven't read the reasons in previous issues, get back numbers and do so.

REASON No. 8

The average man likes to know of new things. Nearly every person is willing "to try anything once."

Try the "BLACKSTONE" out with, say twenty men a day for a week, and see how quickly there develops a steady stream of business in this line.

This cigar is here to stay. We have decided to make this line a really big seller. We believe it is entitled to the largest sale in the "10 cent. straight" line.

It is good business to anticipate demand. Therefore, it will be good business on your part to get behind this line and recommend it to your smoker customers.

Stick to

BLACKSTONE CIGARS

10c *They are Safe*

THE GENERAL CIGAR CO., LIMITED

137 McGILL STREET - MONTREAL

PHOTOGRAPHIC Supplies

A DRUGGIST MAKES YEAR-ROUND DISPLAYS OF PHOTO GOODS

Toronto store that is pushing cameras, kodaks and photo goods—Spring a good time to start.

THE opening of the camera selling season is with us. The mild spring weather has taken us out-of-doors more than we have accustomed ourselves to during the winter season. And while the cold, snowy winter weather does not detract from the pleasures of snap-shooting, the sunshine and warmer spring and summer weather makes us think of green fields, trees and flowers.

It is the time of year when the beginner in photography is more interested than at any other time of year.

Already most of our Canadian druggists have made their opening shot, but it seems clear that there are many yet who have not arranged a spring display of their camera and photographic goods.

Victor O. Sawyer, who recently took over H. W. Smith's drug store on Danforth Ave., Toronto, is not one of these. Mr. Sawyer has two stores now—one in the west and one in the east end of that city.

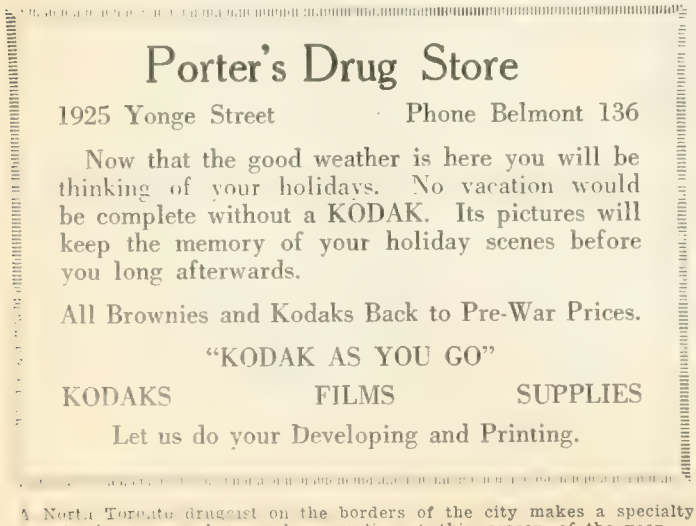
Makes Year-Round Displays

In his Danforth store he is continuing the policy of Mr. Smith in prominently featuring kodaks, cameras and photo supplies. Besides a special display case for these goods in his store, he is making a continuous display of them in one of his windows throughout the year.

Mr. Smith found that photographic goods could be sold at all seasons, hence the display, but he particularly found out that kodaks and photo goods sold more strongly from May to November.

Mr. Sawyer is, as has been said, continuing this policy. While he has not been conducting the Danforth store long enough to speak authoritatively, he hopes the results will be as satisfactory as Mr. Smith found them.

In his Bloor West store Mr. Sawyer also stocks an occasional display, but the communities he serves from his stores are different in each case, and he has given other lines a chance with photographic goods in his west-end store's window displays.



A North Toronto druggist on the borders of the city makes a specialty of advertising photographic supplies at this season of the year

COME OUT OF THAT RUT

It is time to be alive. Opportunities are passing your door every day, and photographic supplies represent one of the gateways out of your difficulties. "Look Alive" as the saying is, and treat yourself to a surprise by making a bid for this business. If you are one of those who have not yet realized the possibilities of these goods, look up some reliable manufacturer and stock up before it is too late. If you already handle these lines, turn your attention to sprucing up the department. Blow the dust off those cameras hidden behind the counter; dust the glass off that film case; shine up those developing dishes; wash your windows and arrange a display, together with some catchy showcards and you will wonder why you never thought of such a plan before. Your eyes will be opened; you will see the advantages these goods offer and you will realize that they are worth while, that they deserve a push and the best efforts of your salesmen to put them over.

WRITING TITLES ON NEGATIVES

Many methods of writing a title on a negative so that it prints at the same time as the picture have been suggested and tried, but with little or no success. The Leto Photo Materials Co., Limited, London, England,

RELIABLE BRITISH PHOTOGRAPHIC GOODS

BARNET PLATES AND PAPERS

of the finest quality in all grades for
The Professional, The Scientist,
The Amateur.

Price list and full particulars

ELLIOTT & SONS, LTD., BARNET, England
SOLE MAKERS

SELTONA

is recognized in every quarter of the globe as the supreme printing paper. Made in five delightful grades it offers wide scope and charming varieties for every class of photographer.

THE LETO PHOTO MATERIALS CO., LIMITED
Roman Wall House, 1 Crutched Friars, LONDON, E.C., ENGLAND

JOHNSON'S Chemicals

SCALES TRADE MARK BRAND

Always the "STANDARD" Quality

Amidol-Johnsons Metol-Johnsons
Glycin Azol Pyro Hydrokinone

Chemicals and Preparations for Amateur Trade, Professional Work, and for the Trade Enlarger. Price lists free on application.

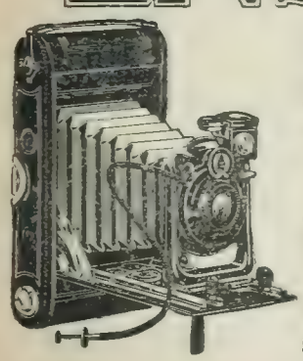
JOHNSON & SONS, Ltd. Cross St., Finsbury, London

ALDIS LENSES

These British made lenses are unsurpassed for quality and definition. Now supplied in apertures ranging from F/3 to F/7.7 and foci from 1½ in. to 36 in. Liberal terms quoted to dealers. Lists and show cards free.

ALDIS BROS., Sparkhill, BIRMINGHAM, ENG.

"ENSIGN"



THE WORLD-RENOWNED
CAMERAS, FILMS
And Everthing Photographic

THE REGULAR
"ENSIGN"
The Perfect Pocket Camera

HOUGHTONS, LTD., "Ensign" House
88-89 High Holborn, London, Eng.
Cables: Bromide Phone London.
Codes:
Marconi International, A.B.C. 5th Edition.
Catalogues on application
Stocks held by National Drug Co., Montrea

Toning Salts

GOLD CHLORIDE
SILVER NITRATE.
POTASSIUM
CHLOROPLATINATE
of Guaranteed Purity

Write for Booklet "Economy in Toning"

Johnson Matthey & Co Ltd
THE WORLD'S CLEARING HOUSE FOR THE PRECIOUS & RARE METALS
73-82 HATTON GARDEN, LONDON E C

WATKINS EXPOSURE METERS

Special patterns
or Studio, Indoor
Kinematograph Colour Plate

STOCKED BY STORES

WATKINS METER CO. - HEREFORD, ENGLAND

PHOTO FRAMES

The Original Untarnishable Series

Wood Backs and Struts

Send for the finest Frame Catalogue in the World.

WHITEHOUSE, WILLETTS & BENNION, LTD.
TYTHING, WORCESTER, ENGLAND

RELIABLE BRITISH PHOTOGRAPHIC GOODS

The lower prices of——————

Criterion
Plates & Papers

Write now for Price List and Trade Terms.

is a decided advantage to you, especially so seeing the quality is, as ever, of the highest.

CRITERION LTD., 7 Stechford, BIRMINGHAM, Eng.

DALLMEYER LENSES

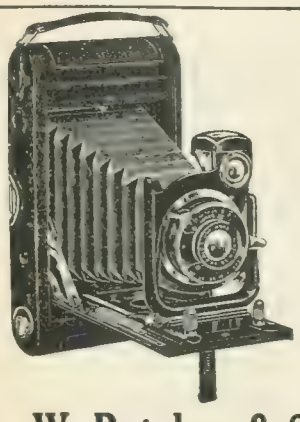
The Lenses of Established Reputation

A new catalogue has been prepared which gives complete particulars and illustrations of the various sizes of Lenses which has made the name of DALLMEYER famous for over 60 years.

Applications for this catalogue are invited.

J. H. Dallmeyer, Limited
Church End Works, High Road
Willesden, N.W. 10 - LONDON

DALLMEYER ESTABLISHED LENSES 1860 CAMERAS LONDON



BUTCHER'S FAMOUS CAMERAS

Every photographic dealer should have our catalogue.

HAVE YOU ONE?

W. Butcher & Sons, Ltd. Camera House, Farringdon Avenue, LONDON

The Watkins Snipe Meter

New 1/6

Tells at a glance if light will do for snaps, with full opening of average Cameras and Kodaks.

WATKINS METER FOR OPEN SNAPS SNIPE DARKEN 4 SEC FOR No1 STOP SINGLE LENS AND NOTE TINT

Distinct in purpose from Bee and Snapshot Meters. With card of instructions.

JUST THAT—NOTHING MORE. NO FIGURES

From all Dealers or

WATKINS METER CO., Hereford, England

Illingworth's

PHOTOGRAPHIC PAPERS

Illingworths are specialists in sensitive paper production and have to their credit more than 30 years of manufacturing experience.

Britain's best Photographic Papers for amateur, professional, and dealer.

AGENTS FOR CANADA, THE

National Drug and Chemical Company of Canada, Limited
34 St. Gabriel Street, Montreal

however, have devised a simple method of titling any kind of print, which should prove of interest to post-card workers. It is in the form of a peculiarly prepared thin celluloid on which any title may be written with the special ink supplied by the company. The celluloid film is then placed between the negative and the paper, thus printing the negative and title simultaneously without tampering with the negative.

NEW TANGLEFOOT PRODUCTS

The O. & W. Thum Co. of Grand Rapids, Mich., are putting out two new "Tanglefoot" products—Tanglefoot roach powder and Tanglefoot ant powder, and are now advertising them, as well as tanglefoot fly paper, fly ribbon and tree tanglefoot, extensively.

Every sheet of Tanglefoot fly paper now being manufactured carries an advertisement of Tanglefoot roach powder and Tanglefoot ant powder. This will help create a consumers' demand.

Attractive show cards, for window display, will be sent by mail to the trade on request. The reputation of the O. & W. Thum Co. should be a sufficient guarantee that the new Tanglefoot products will be fully up to the standard of the older products, and these goods afford the retailer a good profit.

Thum & Co. say that Tanglefoot roach and ant powder has been carefully developed by experiment and test to secure a dependable roach and ant exterminator, and is recommended only for use against roaches and ants; and is guaranteed to keep at least three years in any climate. It deteriorates slowly, if at at all, with age, if stored according to the directions appearing on each case.

TRAFFICKING IN NARCOTIC DRUGS

The trafficking in drugs in both Canada and the United States has assumed vast proportions. During the past month Wong Wah, a prominent Chinese business man of Vancouver, was arrested on such a charge. He is alleged to have declared to the police that his business in drugs last year exceeded half a million dollars.

News of the Drug Trade from Here and There

T. A. McGrory, druggist, Ottawa, is dead.

A. R. Goodeve has opened a drug business at Toronto.

E. Leonard, druggist, Montreal, has been registered.

R. Burns has opened a drug store at Armstrong, B.C.

I. H. Denike, druggist, Amherstburg, Ont., is dead.

R. C. Pattinson has opened a drug store at Victoria, B. C.

Dr. W. Morrish has opened a drug store at Sceptre, Sask.

Cossack Remedies Co., Montreal, has been incorporated.

J. Y. Black has commenced a drug business at Elmwood, Man.

The Royal Drug Co., Ltd., Edmonton, Alta., has been incorporated.

Thos. Dechene is closing up his drug business at Knowlton, Ont.

G. W. Gerrie has taken over his father's drug business at Hamilton.

Messrs. Morden & Collard have opened a drug store at Stouffville, Ont.

J. H. Boardman has opened a drug store on Portage Avenue, Winnipeg.

T. H. Wilson, druggist at Fairville, N. B., died during the past month.

Les Elabhasements la Fayette, druggists, Montreal, have been registered.

A. R. Goodeve has opened a drug store at 1456 Danforth Avenue, Toronto.

Tamblyns, Ltd., have opened a branch drug store at Sunnyside, Toronto.

W. W. Stephen of Stephen Bros., Meaford, Ont., died during the past month.

E. Harrison has opened a drug store at 1200 Hastings Street, Vancouver.

A. F. Packman has purchased the Alameda Pharmacy at Alameda, Sask.

F. C. Fleming has purchased H. Hassard's drug business at Vermilion, Alta.

B. E. Johnston has sold his drug business at Langley Prairie, B. C., to A. M. Plewes.

J. P. Benge has purchased Dr. W. E. Pratt's drug business at Langley Fort, B. C.

The Quinn Drug Store, Ltd., Ottawa, has been succeeded by the Service Drug Stores.

Miss Maud Orchard has sold her drug business at Strathroy, Ont., to Fraser L. Grieve.

The Wright Drug Co., Ltd., with a capital of $10,000, has been incorporated at Vancouver.

H. J. Childs, druggist, was elected to a vacant seat on the London City Council recently.

S. G. Kee has taken over R. H. Boyer's drug business at 399 Powell Street, Vancouver.

P. Dunnigan, Ltd., have opened a branch drug store at 493 James Street North, Hamilton.

The Saskatchewan R. M. A. will meet in annual convention on June 8, 9 and 10 at Saskatoon.

The Empire Drug Co. have taken over Masterman's drug store on Selkirk Avenue, Winnipeg.

Walter James has sold his drug store, 1903 Powell Street, Vancouver, B. C., to B. P. Johnston.

The date of the Ontario College of Pharmacy jubilee celebration has been definitely set for June 13, 14 and 15.

W. J. A. Carnahan, a Toronto druggist, was elected treasurer of the local Rotary Club at its recent elections.

The tenth annual meeting of the American Drug Manufactunrers' Association was held at New York on April 10 to 14 last.

E. G. Seyler, a Toronto druggist, was elected by acclamation honorary president of the Toronto Amateur Baseball Association at its annual meeting.

Cunningham's Drug Store at Vancouver won the $100 prize offered by the local R. M. A. for the best dressed Easter window. Miss Ott, clerk in the store, dressed the window.

The business premises and stock of Dr. Ed. Morin & Co., Ltd., manufacturers and wholesale dealers in drugs at Quebec City, were destroyed by fire recently. Full insurance was carried.

C. S. Allen & Co., Ltd., Montreal, has been incorporated with a capital of $150,000 to take over the business of D. S. Allen & Co., and to manufacture and deal in candy and druggists' supplies.

DEATH OF WEYBURN DRUGGIST

S. Mitchell, druggist, of Weyburn, Sask., died on April 6 during an operation at Mayo Brothers' Hospital, Rochester, Minn. He was born 47 years ago at Waterdown, Ont., and lived for some years in Hamilton, where he was well known as an elocutionist. For the past 16 years he had lived in Weyburn, and had taken an active interest in civic affairs. He was a prominent Rotarian and a Mason. Some two years ago he ran for the Provincial Legislature, but was defeated. He is survived by his wife and four sons, also by a sister, Mrs. A. E. McKellar, Toronto.

DRUGGIST DIES ON WAY TO HOSPITAL

The death occurred very suddenly on April 9 of G. W. Ferrier, a well-known Toronto druggist, whose store is at 233 College street. The late Mr. Ferrier was taken ill with pulmonary trouble and while being removed to a hospital succumbed. He was president of the Nyal Drug Club, and a member of the council of the Ontario College of Pharmacy. He was born in Brougham, Ont., forty-seven years ago, and is survived by his wife and one son, Lloyd S. Ferrier.

TANGLEFOOT
PRODUCTS
STICKY FLY PAPER, STICKY FLY RIBBON,
TREE TANGLEFOOT, ROACH AND ANT POWDER.
THE O & W. THUM CO., MANUFACTURERS.
GRAND RAPIDS, MICH. WALKERVILLE, CANADA.

When Customer Is Not Certain Which Diamond Dye She Needs—

Sell Her Cotton Dye in White Envelope

Diamond Dyes for Cotton, Linen and Mixed Goods will also color wool and silk in the same dye bath better than any so-called "All-Purpose" Dye on the market.

But no dye that will color cotton, linen and mixed goods successfully can give the same rich shade to a material that is all wool or all silk as is obtained by the use of our "Diamond Dyes for Wool or Silk" in Blue Envelope.

Inform Your Clerks. This is Important.

THE WELLS & RICHARDSON COMPANY, *Limited*, Montreal, Quebec

FREE!

Full sized sample and liberal terms upon receipt of trade card or memo.

LUSTRESSA

The Shampoo with the delightfully charming perfume.
A Seller Wherever Tried. *No Soap Required.*

C. A. STOKES & CO., LIMITED
24 Eclipsol Works, Bristol, England
London Showroom, City Press Chambers, 149 Aldersgate St., London,

Warning to Chemists

The original Dr. Ridge's Food is manufactured only at The Royal Food Mills, London N., England.

Wholesalers and retailers should bear this in mind when ordering, and beware of imitations. Dr. Ridge's Food has over fifty years reputation and is recommended by Doctors, Nurses and Mothers in all parts of the world.

Dr. Ridge's Food makes milk more digestible and nourishing and is invaluable for Infants, Growing Children, Invalids and the Aged.

The demand for Dr. Ridge's Food is rapidly increasing, and every store should hold a stock, but it must be the genuine—The Dr. Ridge's Food manufactured at The Royal Food Mills, London, N., England.

Selling to the Drug Trade

Goods not advertised lie dormant on the dealer's shelves. If you wish your goods given prominence in the retail drug stores in Canada, get in touch with our representatives for full information regarding space in

The Retail Druggist of Canada

51 Wellington West **Phone Adelaide 6426** **Toronto, Canada**

Current Prices on Drugs and Chemicals

The prices presented here represent average Toronto prices for the usual quantities purchased by retail dealers. Owing to the unsettled conditions these quotations are liable to change.

Acetanilid, lb.	$1.00
Acetone, pure, lb.	.95
Acid, Acetic, B.P., lb.	.22
Acetic, 99½ p.c., lb.	.65
Arsenious (Arsenic), lb.	.20
Arsenious (pure), oz.	.10
Arsenious (red lump), oz.	.05
Benzoic, from Gum, oz.	1.10
Benzoic, from Toluol, oz.	.20
Boracic Crystals, lb.	.26
Boracic, pulv., lb.	.26
Butyric, oz.	.50
Cacodylic, 5 gr. bot. ea.	.30
Camphoric, oz.	.90
Carbolic, 1 lb. bots.	.60
Carbolic, 5 lb. tins, lb.	.55
Carbolic, 10 lb. tins, lb.	.52
Carbolic, crude, Com'l., gal.	.85
Chromic, pure Cryst. oz.	.25
Crysophanic, oz.	.50
Cinnamic, oz.	1.15
Citric, lb.	1.10
Cresylic, oz.	.40
Cyanic, 1 lb. bots., each	1.50
Fluoric, ½ lb. bots., each	.88
Fluoric, ¼ lb. bots., each	.56
Fluoric, oz.	.40
Gallic, oz.	.25
Glycerine, phosphoric, oz.	.65
Hydriodic, oz.	.45
Hydrobromic, lb.	.55
Hydro-Silico, Fluoric, oz.	.15
Hypophosphorus, 10 p.c., oz.	.15
Lactic, concentrated, oz.	.35
Mallic, oz.	1.20
Meconic, oz.	4.25
Molybdic, pure, oz.	.40
Monochlor. acetic, oz.	.45
Muriatic, com., lb.	.08
Muriatic, C.P., lb.	.47
Nitric, com'l, lb.	.16
Oleic, pure, oz.	.45
Osmic, 1 gramme tu., ea.	5.10
Oxalic, lb.	.50
Oxalic, pulv., lb.	.55
Perchloric, oz.	.25
Phosphoric, concent, 1500 lb.	.75
Phosphoric, dil., lb.	.30
Phosphoric, glacial, oz.	.25
Phosphoric, syrupy, 1750, lb.	.80
Proligenous, lb.	.15
Prussic, g.s., bots., doz.	2.25
Pyrogalic, Marck's, oz.	.45
Salicylic, lb.	.65
Salicylic, natural, oz.	1.00
Succinic, oz.	2.00
Sulphanilic, oz.	.50
Sulph., Aromat, lb.	1.25
Sulphocarbolic, oz.	.35
Sulph., com'l., lb.	.08
Sulph., C.P., lb.	.47
Sulphurous, lb.	.20
Stearic, lb.	.60
Tannic, lb.	2.25
Tartaric, crys., lb.	.60
Tartaric, pulv.,	.60
Trichloracetic, oz.	.45
Uric, oz.	1.50
Valerianic, oz.	1.70
Aconitine, pure amorph, gr.	.20
Adeps Lanae, hydrous, lb.	.60
Airol, oz.	.75
Albumen, from egg, oz.	.35
Albumen, from blood, oz.	.10
Alcohol, gallon	11.75
Absolute, lb.	3.75
Amyllic, C.P., lb.	3.00
Columbian, spt., gal.	3.50
Methylated, gal.	1.60
Wood, gal.	1.60
Aldehyde, oz.	.10
Alkannin, oz.	1.50
Almonds, bitter, lb.	.75
Almond Meat, lb.	.60
Aloin, oz.	.25
Alum, lb.	.09
Chrome, lb.	.50
Pulv., lb.	.10
Aluminium, coarse powder, oz.	.30
Acetate, oz.	.20
Aluminium, Acetotartrate, oz.	$0.25
Bromide, oz.	.50
Chloride, pure, oz.	.15
Metal, oz.	.25
Nitrate, pure, oz.	.15
Sulphate, pure, oz.	.15
Alumnol, oz.	.75
Alypin, 15 gr. bot., each	.25
Amidol, oz.	1.00
Ammonal, oz.	1.65
Ammonal, tablets, oz.	1.65
Ammonium Acetate, oz.	.20
Benzoate, oz.	.35
Bichromate, oz.	.20
Borate, oz.	.20
Bicarbonate, oz.	.15
Bromide, lb.	.85
Carbonate, lb.	.22
Carbonate C.P., Howard's, lb.	1.00
Carbonate C.P., Merck's, lb.	.60
Carbonate, powd., lb.	.25
Fluoride, oz.	.50
Glycerophosphate, oz.	.50
Hypophosphite, oz.	.30
Iodide, oz.	.60
Liquor, fort., lb.	.18
Molybdate, oz.	.60
Muriate, lump, lb.	.40
Gran.	.25
Nitrate, com'l, lb.	.45
Nitrate, C.P., oz.	.15
Oxalate, oz.	.20
Persulphate, oz.	.25
Phosphate, pure, oz.	.15
Salicylate, oz.	.30
Succinate, oz.	.70
Sulphate, com'l, lb.	.15
Sulphate, pure, oz.	.10
Sulphide, pure, cryst., oz.	.90
Sulphite, oz.	.30
Sulphocyanide, oz.	.25
Tartrate, neutral, oz.	.20
Valerianate, oz.	.75
Amyl, Acetate, Oxide, oz.	.15
Butyrate, oz.	.35
Formate, oz.	.25
Nitrate, oz.	.70
Nitrite, oz.	.50
Valerianic, oz.	.70
Anaesthesin, 25 grm. pgks, each	3.85
Amylene, Hydrate, oz.	1.35
Anethol, oz.	.65
Aniline, pure, oz.	.15
Anisol, oz.	.50
Antikamnia, oz.	2.00
Vest pocket, box, doz.	3.35
Antimony, metal, ox.	.10
Pulv., pure, oz.	.10
Arsenate, oz.	.30
Chloride, oz.	.45
Liver (crocus), lb.	.70
Oxide, White (Acid Antimonic) oz.	.75
Tart. Pulv., (Tartar Emetic), lb.	1.25
Antinosin, oz.	2.25
Antipyrine, Salicylate, oz.	1.50
Antitoxine, Neuralgic, oz.	1.30
Apiol, green, oz.	.65
Apocodeine, Hydrochlor, 1 gr. bots. each	.25
Apolysine, oz.	.90
Apomorphia, Muriate, oz.	55.00
Arbutin, Crystals, oz.	1.90
Areca, Nuts, lb.	.65
Nuts, pulv., lb.	.75
Arecoline, Hydrobrom, 15 gr. bots, each	2.35
Argentamine, oz.	.60
Argentum, crede (Collargolum), oz.	4.00
Argonine, oz.	.95
Argyrol, oz.	2.45
Aristol, (substitute), oz.	2.25
Arrowroot, Bermuda, lb.	1.20
St. Vincent, lb.	.35
Arsenic, metal, oz.	.30
Bromide, oz.	.50
Chloride, oz.	.50
Iodide, oz.	.75
Sulphide, Red (Realgar), oz.	.15
Aseptol, oz.	.25
Ashes, pearl, lb.	$ .60
Pot., lb.	.35
Asphaltum, lb.	.18
Atropia, pure, 15 gr. bots., each	2.00
Sulphate, ⅛ oz. bots., per oz.	17.00
Balsam, Canada, lb.	2.40
Copaiba, Amer., lb.	.95
Copaiba, English, lb.	2.30
Peru, oz.	.25
Tolu, oz.	.25
Bark, Ash, prickly, lb.	.25
Bark, Angustura, lb.	1.10
Bayberry, lb.	.90
Canella, lb.	.25
Cascara, lb.	.40
Cascarilla, lb.	.75
Cherry, black, lb.	.30
Cotton Root, lb.	.20
Condurango, lb.	.60
Elm, lb.	1.50
Hemlock, lb.	.15
Mezereon, lb.	.50
Peruvian, Red, lb.	1.50
Peruvian, Yellow, lb.	1.50
Pomegranate, lb.	.55
Prickly Ash, lb.	.30
Sassafras, lb.	.75
Soap, lb.	.40
Tamarac, lb.	.35
Wahoo, lb.	.65
Witch Hazel	.15
White Pine, lb.	.18
Barium, Acetate, oz.	.20
Bromide, oz.	.40
Carbonate, pure, lb.	.60
Chlorate, oz.	.20
Chloride, com'l., lb.	.25
Chloride, pure, lb.	.70
Metal, 2 c.c. tubes, each	7.00
Nitrate, oz.	.20
Oxide, Hydrate, com'l., oz.	.10
Peroxide, Anhydrous, pure, oz.	.10
Peroxide, com'l., lb.	1.00
Phosphate, oz.	.20
Sulph., Precip., oz.	.10
Sulphide, pure, oz.	.15
Beans, Calabar, oz.	.15
Tonquin, oz.	.25
Vanilla, Mexican, oz.	.60
Vanilla, Bourbon, oz.	.40
Berberine, Muriate, oz.	5.50
Berberine, Sulph., oz.	5.50
Benzole, lb.	.20
Benzoinal, lb.	2.45
Benzosal, oz.	1.80
Benzyl, Chloride, com., oz.	.50
Berries, Buckthorn, lb.	1.00
Coculus, Indicus, lb.	.75
Cubebs, lb.	3.50
French, lb.	.20
Juniper, lb.	.20
Laurel, lb.	.20
Prickly Ash, lb.	.30
Poke, lb.	.65
Saw Palmetto, lb.	.40
Betol, oz.	.70
Bismuth, Ammon., Citrate, oz.	.75
Benzoate, oz.	.85
Betanaphthol, oz.	.25
Carb., lb.	4.35
Citrate, oz.	.40
Iodide	.65
Liquor, lb.	.80
Metal, oz.	.35
Nitrate Crystals, oz.	.30
Oxalate, oz.	.40
Oxide, oz.	.50
Oxychloride, oz.	.35
Oxychloride, oz.	.40
Phosphate, oz.	.45
Salicylate, oz.	.35
Subgallate, oz.	.30
Subiodide, oz.	.60
Subnitrate, lb.	4.00
Tribromphenol, (Nereform)	.75
Valerianate oz.	.45
Bole, Armenia lb.	.25
Borax, C.P., Cryst., lb.	.30
C.P., pulv., lb.	.36
Cryst., lb.	.18
Pulv., lb.	.18
Glass, lb.	.40
Boroglycerine, oz.	$0.15
Bromine, oz.	.20
C.P., oz.	.60
Chloride, oz.	.50
Bromipin, ¼ lb., lb.	4.30
Tablets, box of 25 each	.65
Bromoform, oz.	.40
Brucaria, oz.	4.00
Buchutops, lb.	.50
Cadmium, oz.	.50
Bromide, oz.	.25
Chloride, oz.	.30
Iodide, oz.	.55
Nitrate, oz.	.25
Sulphate, oz.	.30
Sulphide, oz.	.50
Caffeine, oz.	.55
Benzoate, oz.	2.10
Citrate, oz.	.45
Hydrobromate, oz.	1.20
Hydrochloride, oz.	1.35
Salicylate, oz.	1.00
and Soda Benzoate, oz.	.80
Calamine, prepared, lb.	.15
Calcium, metal, oz.	5.25
Acetate, oz.	.15
Bromide, oz.	.25
Carbide, lb.	.20
Carbonate, pure	.50
Carbonate, Precip., lb.	.10
Chloride, com'l., lb.	.08
Chloride, pure, lb.	1.00
Glycerophosphate, oz.	.30
Hypophos., oz.	.20
Hyposulphite, oz.	.15
Iodide, oz.	.65
Lactate, oz.	.25
Lactophosphate, oz.	.35
Nitrate, oz.	.25
Oxalate, pure, oz.	.15
Peroxide, oz.	.30
Phos, Precip., lb.	.25
Phosphide, oz.	.90
Saccharate, oz.	.20
Salicylate, oz.	.45
Sulphate, Precip., lb.	.70
Sulphide, oz.	.10
Sulphite, oz.	.15
Sulphocarb, oz.	.20
Camphor, in bulk	2.50
oz. blocks, lb.	2.55
½ oz. blocks., lb.	2.57
Powdered, lb.	2.55
Monobromide, oz.	.55
Cannabine Tannate, 15 gr. tubes, each	.60
Cantharides, whole, Chinese lb.	2.90
Powder, Chinese, lb.	3.20
Whole, Russian, lb.	6.50
Powdered, Russian, lb.	6.50
Canthardin, 5 gr. tube, each	2.25
Carbon, Bisulph, lb.	.40
Tetrachloride, lb.	.35
Castoreum, oz.	.65
Celloidin, oz.	1.50
Cerium, nitrate, oz.	.35
Oxalate, oz.	.20
Chalk, French, lump, lb.	.46
French, powd., lb.	.05
Cigarette, lb.	.85
Chloramid, oz.	.85
Chloral Hydrate, lb.	1.75
Chloroform, D. & F., blue label, lb.	2.10
D. & F., pure, lb.	3.00
D. & F. Methyl, lb.	2.10
Commercial, lb.	.90
Liquor, lb.	1.20
Chlorophyll, for spirits, oz.	1.20
for oils, oz.	.65
Chromic Acid, pure, oz.	.75
Chromium, Acetate, oz.	.25
Carbonate, oz.	.50
Chloride, Soluble, oz.	.60
Chloride, Solution, oz.	.20
Nitrate, oz.	.30
Oxide, oz.	.20
Powdered, oz.	.30
Sulphate, oz.	.20
Cinchonine Muriate, oz.	1.50
Pure Crystal, oz.	.95
Salicylate, oz.	.60
Sulphate, oz.	1.10
Cinchonidia, Sulp., oz.	2.00
Cinchonidine, pure, Cryst oz.	1.20
Hydrochlor, oz.	2.00

Citarin, oz.	$0.90
Citrophen, 25 gr. pkt., each	.90
Cobalt, oz.	.60
Chloride, oz.	.35
Nitrate, oz.	.20
Oxide, oz.	.30
Sulphate, oz.	.20
Cocaine, alkaloid, oz.	19.00
Nitrate, ⅛ oz. ea.	5.00
Muriate oz.	14.00
Salicylate, 5 gr. pkt. ea.	1.25
Cochineal, lb.	1.25
Pulv., lb.	1.25
Cocoa Butter, lb.	1.00
Codeia, Cryst., oz.	9.50
Hydrochlor.	8.20
Phosphate, oz.	7.50
Sulphate, oz.	7.50
Colchicin, C.P., Cryst., 15 gr. bot., each	2.65
Colocynth, apple, lb.	.80
Pulv., lb.	1.00
Collodian, lb.	.80
Canthar, oz.	.40
Flexible, oz.	.20
Styptic, oz.	.15
Coloring, Brandy, lb.	.25
Cochineal, lb.	.50
Confect., Opium, lb.	.75
Roses, lb.	1.25
Senna, lb.	1.25
Sulphur, lb.	.59
Copper, Acetate, pure, oz.	.25
Arseioniate, oz	.20
Aluminated, oz.	.10
Ammonia Sulph., oz.	.15
Bromide, oz.	.45
Carbonate, lb.	.60
Chloride, B., oz.	.20
Citrate, oz.	.30
Cyanide, oz.	.25
Filings, oz.	.12
Foil, oz.	.15
Metal, oz.	.25
Nitrate, oz.	.20
Oxalate, oz.	.35
Oxide, black, oz.	.25
Oxide, red, oz.	.30
Potass. Chloride, oz.	.20
Shot, oz.	.25
Sulphide, oz.	.20
Sulphate, pure, lb.	.55
Sulphate, com'l., lb.	.19
Tartrate, oz.	.20
Wire, oz.	.25
Cowhage, oz.	1.75
Creosote, B.W., lb.	1.40
Carb., oz.	.40
Crocus, Martis, lb.	.38
Croton, Choral, oz.	.85
Cumarin, oz.	.90
Cuttle Fish bone, lb.	1.00
Powdered, lb.	1.10
Daturnine, Pure, 5gr. bot., each	.80
Hydrochlor, 5 gr. bot., each	.75
Sulphate, 5 gr. bot., each	.75
Delphinine, 15 gr. bot., each	.65
Diabetin, 100 grammes for	2.00
Diacetyl, Morphine, oz.	13.50
Diaptherine, oz.	.75
Diapente, lb.	.50
Diastase, Malt., oz.	.60
Digitalin, German, pure, ⅛ oz., each	4.00
Digitine, pure, 5 gr. tube, each	.40
Dimethyl-Amidobenzaldehyde, oz.	1.75
Dinion, 15 gr. tube, each	1.05
Diphenylamine, oz	.25
Di—Thymol—Iodide, oz.	1.80
Diuretin, Knoll, oz.	2.75
Merck's (Theobromine and Soda Salicyl), oz.	.75
Edinol, powd., oz.	1.05
Elaterium, oz.	2.80
Elaterin, Cryst., 15 gr. bot., each	2.40
Emetine, Alkaloid, 5 gr. bot., each	.60
Epicerin, Veterinary, oz.	1.00
Pure, oz.	.90
Ergot, lb.	6.30
Pulv., lb.	6.25
Ergotine, Benjean, oz.	5.60
Erythrol Tetranitrate Tablets [illegible]	1.90
Eserine, C.P., 5 gr. tube, each	3.10
C.P., [illegible] gr. tube, each	2.00
C.P., [illegible] gr. tube, each	2.25
Citrate, tube, each	1.50
Hydrobromate, 5 gr. tube, each	1.75
Hydrochlorate, 5 gr. tube, each	1.75
Nitrate, 5 gr. tube each	[illegible].75

Eserine, Salicylate, 5 gr. tube, each	$1.00
Sulphate, 5 gr. tube, each	1.00
Ether, Sulph., lb.	.65
Sulph., Squibbs, ¼ lbs., lb.	1.90
Ether, Valerianate, oz.	1.00
Ethyl, Bromide, oz.	.50
Butyrate, oz.	.40
Formate, oz.	.30
Iodide, oz.	.65
Eucaine, B., ⅛ oz., each	.70
Eucalyptol, oz.	.20
Euresol, oz.	3.00
Europhen, oz.	2.10
Exalgine, 25 grs., each	1.50
Exodin Tablets, ½ gramme each (boxes of 10 tablets) box	.50
Ferratin, oz.	1.00
Ferropyrine, oz.	1.40
Fibrolysin, tube, each	.55
Flowers, Arnica, lb.	.70
Chamomile, German, lb.	.60
Chamomile, Roman, lb.	.40
Calendula, lb.	3.50
Flowers, Elder, lb.	.35
Lavender, lb.	.50
Rose, oz.	.20
Formaldehyde, lb.	.48
Formin, oz.	.40
Fluor Spar, powd., lb.	.15
Fluorescein, oz.	.90
Fuller's Earth, lb.	.10
Powdered	.07
Gaduol, oz.	.55
Gallobromal, oz.	.60
Galls, powd., lb.	.80
Garlic, lb.	.40
Gelatine for Hypodermic use, 100 grammes, each	1.60
Cox's, per doz.	2.00
Gelatine, Silver label, lb.	2.10
Gelseminine, C.P., 5 gr. bot. each	.70
Hydrobromate, 5 gr. bot. each	.70
Hydrochlorate, 5 gr. bot., each	.70
Sulphate, 5 gr. bot., each	.70
Gingerine, oz.	.75
Glass Wool, oz.	.45
Glucose, lb.	.15
Pure, oz.	.20
Glycerine, lb.	.47
Glycin, oz.	.55
Glycyrrhizin, Ammon., oz.	.90
Gold Bromide Mono, 5 gr. bot., each	.70
Bromide, Tri., 5 gr. bot. each	.40
Chloride and Sodium, 15 gr. bots., doz.	4.20
Chloride and Sodium, solu., oz.	3.00
Chloride, dry, 15 gr. bots., doz.	12.00
Oxide, 15 gr. bot., each.	1.55
Grains, Paradise, oz.	.12
Guaicol, oz.	.65
Guaiacol, Carbonate, oz.	.85
Salicylate, oz.	2.35
Valerianate, oz.	.85
Guaiacum, Rasp., lb.	.20
Guarana, Pulv., oz.	.20
Gum, Aloes, Barb., lb.	.30
Aloes, barb., pulv., lb.	.35
Aloes, Cape., lb.	.35
Aloes, Cape, pulv., lb.	.40
Aloes, Socot, lb.	1.25
Aloes, Socot, pulv., lb.	1.35
Ammoniac, lb.	1.65
Arabic, select, lb.	.60
Arabic, Sorts, lb.	.30
Arabic, Pulv., Opt., lb.	.60
Assafoetida, powd., lb.	5.25
Assafoetida, lb.	4.00
Arabic, Pulv., Sorts, lb.	.55
Benzoin, lb.	.60
Catechu Com'l (Japonica) lb.	.27
Catechu Cubes, lb.	.40
Catechu Pulv., lb.	.50
Copal, lb.	.60
Damar, lb.	.60
Euphorbium, lb.	1.45
Euphorbium, Pulv., lb.	1.50
Galbanum, oz.	.20
Gamboge, lb.	3.50
Gamboge, Pulv., lb.	3.60
Guaiacum ordinary, lb.	1.60
Guaiacum, pulv., lb.	1.75
Kino, lb.	1.35
Kino, pulv., lb.	1.45
Mastic, lb.	1.75
Myrrh, lb.	1.75
Myrrh, pulv., lb.	1.80
Olibanum, lb.	.50
Sandarac, lb.	1.50
Sang. Draconis, lb.	2.00
Sang. Draconis, powd., lb.	2.25
Scammony, lb.	5.00
Seedlac, oz.	.10

Gum Shellac, orange, lb.	$1.50
Shellac, bleached, lb.	2.25
Shellac, Powd., lb.	1.85
Storax, oz.	.30
Spruce, lb.	2.50
Substitute Yellow Dextrine, lb.	.15
White, lb.	.15
Tamarac, lb.	1.50
Thus, (Turpentine), lb.	.75
Tragacanth, pulv., lb.	4.50
Tragacanth, extra select, lb.	6.50
Tragacanth, 2nd select, lb.	5.75
Tragacanth, Sorts, lb.	3.00
Gun Cotton, oz.	.40
Haemoglobin, oz.	.85
Hedonal, oz.	1.35
Heliotropin, oz.	.50
Holocaine Hydrochlor, 1 gramme bots., each	1.00
Homatrophine, pure, 1 gr. tube each	.35
Hydrobromate, 1 gr. tube, each	.50
Honey, lb.	.40
Hops, in packages, lb.	.65
Hydrastin, Alkaloid, 15 gr. tubes, each	2.50
Hydrastin, Hydrochlor, 15 gr. bots., each	2.50
Sulphate, 15 gr. bots, ea	2.30
Hydrastinine Hydrochlor, 15 gr. tubes, each	2.75
Hydroquinine, oz.	.30
Hyoscine Hydrobrom, 1 gr. tube, each	.50
Hydrochlor, 1 gr. tube, each	1.25
Pure Amorphous, 1 gr. tube	.50
Hyoscyamine, amorph., Cryst., 1 grain, each	.40
Hydrochlor, 5 gr. tube, each	1.75
Sulp., pure, 5 grains each	.60
Ichthalbin, oz.	.90
Ichthoform, 1 oz.	1.25
Ichthyol Sodium, oz.	.60
(substitute), oz.	.25
Insect Powder, lb.	.80
Iodine, Chloride, Tri., oz.	1.10
Commercial, oz.	.40
Resublimed, oz.	.45
Iodochloride, oz.	.80
Iodoform, Cryst., or powder oz	.60
Iodoform, Deodorized, oz.	1.00
Iodomuth, oz.	1.10
Iodoformogen, oz.	.55
Iodol, oz.	1.75
Iodopin, oz.	1.05
Iodophenin, oz.	2.00
Iodothyrine, oz.	5.00
Iodopyrine, 10 gramme bots., each	.50
Ionone, grain	.05
Iridin, ⅛ oz., each	1.00
Iron Acetate, oz.	.25
Ammoniated, lb.	.70
Ammonia, sulp., oz.	.15
Ammon., Mur., lb.	.50
Arsenate, oz.	.25
Arseniate, oz.	.20
Benzoate, oz.	.23
Bromide, oz.	.20
Hydrogen, oz.	.20
Cacodylate, oz.	3.00
Carb., Precip., lb.	.40
Carb., Sacch., lb.	.75
Chloride (Ferric), oz.	.15
(Ferrous), oz.	.25
" Citrate, oz.	.20
" Ammonia, lb.	2.10
Citrate and Quinine, 4 p.c., oz.	.45
" 10 p.c., oz.	.50
" B.P. oz.	.60
" and Strych. oz.	.25
(Ferrocyanide), pure, oz.	.30
Filings, lb.	.50
Glycerophosphate, oz.	.50
Iodide, oz.	.35
Hypophos, oz.	.30
Saccharated, oz.	.80
Lactate, oz.	.30
Lactophosphate, oz.	.35
and Manganese Citrate, oz.	.35
Peptonized, oz.	.35
Nitrate Crystals, oz.	.25
Oxalate, oz.	.25
Ferric Scales, oz.	.20
Oxalate and Potassium, oz.	.20

Iron, Oxide, Com'l, lb.	$0.20
Black, oz.	.15
Brown, pure, lb.	.40
Red, Saccharated, lb.	.60
Peptonized, oz.	.40
Perchloride, oz.	.40
Phosphate, Scale, oz.	.15
Pyrites, lb.	.30
Iron Pyrophos., oz.	.20
Salicylate, oz.	.20
Sesquichloride, oz.	.10
Silicate, oz.	.20
Subsulphate, oz.	.15
Succinate, oz.	1.35
Sulph., Exsic, lb.	.12
pure, lb.	.35
Sulphocarb., oz.	.30
Sulphocyanide, oz.	.50
Tart and Potash, oz.	.30
Valerianate, oz.	.70
Wire, fine, lb.	.50
Sulphide, lumps, lb.	.15
sticks, lb.	.80
Isinglass, American Fish, oz.	.20
Brazil, oz.	.55
Russian, oz.	1.50
Jalapin, oz.	.70
Juice Pawpaw, oz.	.70
Jalap, Resin, oz.	.75
Kamala, oz.	.75
Kaolin, lb.	.12
Kefir, fungi, oz.	1.65
Keratin, Peptonized, oz.	3.25
Kesselguhr, Natural, lb.	.40
Kousso, oz.	.20
Kola Nuts, lb.	.55
Lactophenin, oz.	1.15
Lactucarium, oz.	1.25
Laevulose, Diabetic, 100 gm. tin, each	.80
Syrupy, Microscopy, oz.	1.00
Lard, Benzoated, lb.	.65
Lead Acetate, C.P., Cryst., lb.	.55
Acetate, lb.	.30
" Powdered, lb.	.35
Arsenate, Com'l., lb.	.40
Carbonate, E.P., lb.	.90
Chloride, pure, oz.	.15
Chromate, Fused, oz.	.15
Dioxide, oz.	.10
Foil, Assay, lb.	.50
Iodide, oz.	.40
Nitrate, pure, oz.	.20
Com., lb.	.25
Oleate, oz.	.25
Oxide, black, oz.	.10
Oxide, C.P., lb.	.85
Oxalate, oz.	.12
Peroxide, oz.	.25
Sulphate, C.P., oz.	.25
Sulphide, oz.	.15
Test, lb.	.40
Leaves, Stramanium, lb.	.75
Uva Ursi, lb.	.30
Lecithin, 15 gr. bot.	.40
Tablets, (100 in bot), bot.	1.25
Lenigallol, oz.	1.85
Leptandrin, oz.	.80
Lime, Chloride, 1 lb. ..doz.	1.85
½ lb. ..doz.	1.25
Liniment, Aconite, lb.	3.05
Belladona, lb.	3.50
Camph. Co., pure	2.00
Chloroform, lb.	1.75
Croton, lb.	1.90
Iodine, lb.	2.50
Opii, lb.	2.35
Saponis, B.P., lb.	1.85
Sinapis Co., lb.	2.25
Terebinth,) lb.	1.00
Acet, lb.	1.30
Liquor, Amm., Ammon Acet Fort., lb.	.30
Citras, Fort., lb.	1.25
Antim, Perchlor, lb.	.25
Arsenica, Hydrochlor, lb.	.20
Arsenicalis, lb.	.15
Bismuth, lb.	.80
Carbo Detergeno, lb.	1.00
Donovani, lb.	.40
Episasticus, oz.	.90
Ferri Acetas, Fort., lb.	.40
" Iodide, lb.	5.00
" Perchlor, Fort., lb.	.22
" Pernit, lb.	.20
" Persulph., lb.	.30
Hydrarg, Perchlor, lb.	.30
Nit. Acid, lb.	1.00
Plumbi, Acetas, lb.	20
Potassae, lb.	.25
Santal Flav. Co., lb.	1.50
Soda, Chlor., lb.	.18
Soda Ethylate, oz.	.25
Strychnine, lb.	.80
Zinci Chlor., lb.	.40
Liquorice, Paste, lb.	1.40
Powd. Extract, lb.	1.75
sticks, lb.	1.10
Lithia Bitartrate, oz	.30
Benzoate, oz.	.30
Bromide, oz.	.60
Carbonate, oz.	.25

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Lithia Chloride, oz.	$0.25
Citrate, oz	.30
Iodide, oz.	.60
Nitrate, oz.	.25
Salicylate, oz.	.45
Tartrate, oz.	.35
Litmus, Granular, lb.	2.00
Cubes, lb.	2.85
Losophen, oz.	2.25
Luminal, oz.	9.60
Lupulin, oz	65
Lycopodium, lb.	[illegible]
Lycetol, oz.	3.75
Magnesium, Ammonia, Phosphate, oz.	.20
Borocitrate, oz.	25
Bromide, oz.	.45
Carb., (ounces), lb.	.40
" (ponderous), lb.	.60
" (Powdered), lb.	.25
" (Calcined), lb.	.85
Chloride, oz.	.15
Citrate, soluble, lb.	1.25
Glycerophosphate, oz	.40
Hypophosphite, oz.	.80
Magnesium Metal, powd., oz.	.40
Nitrate, oz.	.15
Phosphate, oz.	.15
Ribbon, oz.	1.25
Salicylate, oz.	.20
Sulphate, C.P., dried, lb.	.45
" Commercial, lb.	.12
Sulphite, oz.	.15
Wire, oz.	1.25
Mallein (5 gramme tubes), each	1.00
Maltose, oz.	1.05
Manganese, Borate, oz.	.85
Carbonate, oz.	.20
Chloride, oz.	.20
Glycerophos., oz.	.45
Hypophos, oz.	.35
Iodide, oz.	.60
Metal, oz.	.50
Oxide, commercial, lb.	.15
Black, pure, lb.	1.95
Peptonized, oz.	.50
Phosphate, oz.	.20
Sulphate, oz.	.15
Manna, oz.	.15
Menthol, oz.	.60
Mercury, lb.	1.50
Acetate, oz.	.30
Bichlor, (Corros. Sublimate), lb.	2.00
Pulv., lb.	2.05
Biniodide, oz.	.50
Bromide, oz	.80
With Chalk, oz.	.15
Chloride (Calomel), lb.	2.00
Chl. Am. (White Precip.), oz.	.20
Cyanide, oz.	.45
Iodo Viride, oz	.55
Nitrate Cryst., oz.	.30
Nitric Oxide (Red Precip.), lb.	2.20
Oleate, 10 p.c., oz.	.28
Oleate, 20 p.c., oz	.33
Oxide Flav., oz.	35
Oxychloride, oz.	.50
Oxycyanide, oz.	.65
Salicylate, oz.	.45
Sulph. Flav. (Turpeth Min'l), oz.	.40
with Sulph. (Ethiops Min'l), oz.	.25
Sulphate, bi., oz.	.35
Sulphocyanide, oz.	.45
Tannate, oz.	.35
Mesotan, 10 gramme	.25
Methylene, Iodide, oz.	1.25
Microcosmic Salts, oz.	.20
Milk Sugar, lb.	.55
Mistura, Ferri Co., bl.	.60
Glycyrrhiza Co. (U.S.P.), lb.	.60
Morphia, Alkaloid, oz.	10.50
Acetate, oz.	6.25
Bromide, oz.	20.00
Muriate, oz.	6.25
Sulphate, oz.	7.50
Tartrate, oz.	10.00
Valerianate, oz.	20.00
Monochlorophenal, oz.	.60
Moss, Iceland, lb.	.60
Irish, lb	.25
Bleached, lb	.60
Musk, Cartin, oz.	2.00
Musk, pure grain, grain	.10
Myrtol, oz.	1.25
Napthaline, E.P., Cryst., oz.	.15
F.P., pulv., oz.	.10
Balls, lb.	.30
Flake, lb.	.28
Napthol, Alpha., Recryst, Medic'l, oz.	.33
Beta, Recryst, Medicinal, oz.	.25
Beta, Benzoate, oz.	.45
Nickel Metal, oz.	.20
Bromide, oz	.30
Carbonate, oz	.15
Chloride, oz	20

Nitrate, oz.	$0.15
Oxide, oz.	.15
Salt, lb.	.30
Sheet, oz.	.15
Sulphate, oz.	.10
Nosophen, oz.	2.50
Nux Vomica, powd., lb.	.45
Nylanders, Reagent, lb.	1.00
Oil Amber, crude, lb.	1.25
Rectified, lb.	1.25
Amygdal, Amara, pure, oz.	1.50
Persic, oz.	1.25
Dulc, lb.	.80
Aniline, oz.	.15
Anise, oz.	.20
Banana, lb.	.70
Bays Green, oz.	.10
Bay Rum, oz.	.65
Bergamot, oz.	.65
Cade, oz.	.20
Cajeput, oz.	.15
Camphor, lb.	.60
Capsicum, oz.	1.15
Caraway, oz.	.65
Cassia, oz.	.25
Castor, English, 1st., lb.	.40
2nds, lb.	.43
Pharmaceutical, lb.	.45
Cedar, pure, lb.	2.75
Cedar, Com'l., lb.	1.90
Wood, lb., cedar	1.25
Cedrat, oz.	.90
Chaulmoogra, oz.	.50
Chamamile, oz.	4.00
Citronella, Com'l, lb.	1.35
Opt, lb.	1.50
Cinnamon, True, oz.	2.50
Cloves, oz.	.25
Cocoanut, lb.	.50
Cod Liver, N.F., gal.	2.90
" Mace, Essential, oz.	.40
Cognac, green, oz	1.75
White, oz.	1.10
Copaiba, oz.	.20
Coriander, oz.	5.75
Cotton Seed, gal.	2.10
Croton, oz.	.25
Cubebs, oz.	1.00
Olei Resin, oz.	1.00
Cumin, oz.	1.25
Dill, oz.	1.00
Erigeron, oz.	.90
Eucalyptus, oz.	.15
Fennel, oz.	.45
Fusel, lb.	1.25
Hemlock, pure, lb.	2.00
No. 2 lb.	1.75
Goose, lb.	.75
Jasmine, oz.	4.40
Juniper, Berries oz.	1.00
Wood, lb	3.50
Lavender, Eng., oz.	5.50
Exotic, oz.	.20
Lavender, French, oz.	.60
Garden, oz.	.25
Lemon, Opt., lb.	3.00
Grass, oz.	.45
Linseed, boiled, gal.	1.10
Raw, gal.	1.07
Mace Essential, oz.	.40
Mace Expressed, oz.	.30
Malefern, oz.	1.05
Mustard, artificial, oz.	.85
Essential, oz.	2.35
Mybrane, lb.	.45
Neatsfoot, gal.	2.25
Neroli, oz.	2.00
Nutmeg, oz.	.25
Olive, pure, gal.	8.75
Orange, oz.	.90
Bitter, oz.	.80
Origanum, White, oz.	.20
Red, lb.	3.00
No. 2 lb.	.60
Palm, lb.	.45
Patchouli, oz	1.00
Pennyroyal, oz.	.25
Pepper, black, oz.	1.20
Oleo Resin, oz.	2.50
Peppermint, Jap., oz	.75
English, oz.	2.00
Todds, oz.	1.50
Petrolatum, Amer., gal.	3.50
Pimento, oz.	.45
Pinnus, pumilion, oz.	.65
Pinus, Sylvestria, oz.	.35
Poppy, oz	.10
Rangeen, pure, lb.	.60
Rhodii, oz.	.70
Rose, No. 2, ⅛, each	3.50
Rose, Virgin, ⅛, each	4.00
Rosemary, Opt., oz.	.25
Com'l, lb	2.00
Santal, opt, oz.	1.25
Santal, W.I., oz	.70
Sassafras, lb.	3.25
Artificial, lb.	1.25
Savin, oz.	.75
Oil, Skunk, lb.	.50
Spearmint, oz.	1.25
Sperm, gal.	4.75
St. Johnswort, lb.	.75
Spruce, lb.	2.00
Tansy, oz.	.85

Tar, lb.	$0.20
Wine, oz.	.25
Wintergreen, oz.	.75
Artificial, oz.	.15
Wormseed, oz.	.75
Wormwood, oz.	2.00
Oil Cake, ground, lb.	.06
Ointments, Balladonna, oz.	.40
Blue, lb.	1.30
Boracic Acid, lb.	.45
Calamine, lb.	.75
Canthar, lb.	1.10
Carbolic, lb.	.50
Gallae, lb.	1.10
Co., lb.	2.00
Hyd. Ammon, Chlor., lb.	1.15
Biniodide, lb.	1.75
Compd., lb.	1.75
Nitratis, lb.	1.00
Oxide, Flav., lb.	.90
Oxide, Rub., lb.	1.50
Iodine, lb.	1.10
Compd., lb.	.95
Iodoform, lb.	2.00
Picis, lb.	.50
Plumbi, Acetats, lb.	.65
Plumbi., Iodi, lb.	1.75
Resin, lb.	.75
Simple, lb.	.65
Sulphur, lb.	.60
Sulphur compound, lb.	.80
Zinc, Oxide, lb.	.60
Oleo-Resin, Capsicum, oz.	.60
Opium, oz.	.90
" Pulv., oz.	1.00
Orange Peel	.35
Ground	.38
Pancreatine, Pure, Active, oz.	.35
Papaine, Merck's, oz.	1.00
Paraformaldehyde, oz.	.20
Pelletierine, Sulphate, 15 gr. bot., each	2.00
Tannate, 15 gr. bot., ea	1.50
Pepsine, Boudaults, oz.	2.35
Scale, Pure Soluble, lb.	6.00
Pure, Soluble, oz.	.45
Peptone, meat, dry, oz.	.35
Perhydrol, 50 gramme bots., each	.75
Petrolatum, Yellow, lb.	.30
White, lb.	.50
Phenacetine, oz.	.35
Powd., oz. Phenalgine	1.85
Tablets, oz. Phenalgine	1.85
Phenazone, oz.	.45
Phenol, Bismuth, oz.	.80
Phenol, Chloride, oz.	.45
Phenolphthalein, oz.	.25
Phloroglucin, ⅛ oz., each	.80
Vanillin, ⅛ oz., each	.50
Phosphorus, lb.	1.10
Pentoxide, oz.	.60
Red, oz.	.30
Pilocarpine, Alkaloid, 5 gr. bot., each	.75
Hydrobromate, 5 gr. bot., each	.90
Muriate, 5 gr. bot., each	.55
Nitrate, 5 gr. bot., each	.55
Salicylate, 5 gr. bot. each	.60
Sulphate, 5 gr. bot., each	.60
Pipe Clay, in squares, lb.	.16
Piperine, 1 oz., each	1.80
Pitch, black, lb.	.07
Burgundy, lb.	.45
Platinic Chloride, 5 p.c. sol., oz.	3.80
Platinum, Bichloride, ⅛ oz. bot., each	8.00
Foil, per gr.	.50
Wire, per gr.	.50
Plumbago, lb.	.12
Podophylin, oz.	1.45
Poppy heads, per doz.	.70
Potassium pure, ⅛ oz. ea.	.50
Acetate, lb.	1.30
Arsenate, oz.	.20
Arsenite, oz.	.20
Benzoate, oz.	.70
Bicarb., lb.	.50
" Pulv., lb.	.50
" C.P., Cryst., lb.	1.25
Bichromate, lb.	.65
" C.P., lb., Crystal	1.60
Potassium Bisulphate, lb.	1.60
Bisulphite, lb.	1.45
Bitart, pulv., lb.	.65
Bromide, lb	.65
Carbonate, lb	.60
Caustic, Purif. by alcohol, lb.	2.00
sticks, lb.	1.50
Chlorate, lb.	.30
Potassium, Chlor., Pulv., lb.	.30
Pulv. C.P., lb.	.55
C.P., lb., Crystal	.55
Chloride, lb.	.30
Chloroplatinate, 15 gr. bots., each	2.60
Chromate, Yellow, C.P., oz.	.20
Citrate, lb.	2.00

Cyanide, mixture	$0.50
Hypophosphite, oz.	.30
Glycerophosphate, oz.	.30
Hyposulphate, oz.	.50
Hyposulphite, oz.	.15
Iodate, oz.	1.20
Iodide, lb.	4.60
Metabisulphate, oz.	.15
Nitrate, lb.	.25
C. P., lb.	1.00
Oxalate, Neutral, lb.	1.80
Perchlorate, oz.	.30
Permanganate, lb.	1.20
Phosphate, C.P., oz.	.30
Prussiate, Red, Cryst., lb.	1.85
Red, Pulv., lb.	1.90
Salicylate, oz.	.80
Silicate, oz.	.40
Silicofluoride, oz.	.15
And Soda Tart., C.P. Cryst., lb.	1.40
Sulphate, Cryst., lb.	1.00
Pulv., lb.	1.00
C.P., Cryst., oz.	.20
C.P., powd., oz.	.20
Sulphite, oz.	.25
Sulphocarb., oz.	.80
Sulphocyanate, oz.	.85
Sulphuret, lb.	.90
Tartrate, lb.	2.15
Propylamine, oz.	1.00
Chlor., oz.	2.50
Protan, powd., oz.	.75
Pulvis, Aloes Co., lb.	.80
Amygdal, lb.	1.00
Antimon Co., lb.	.60
Aromatic or Cinnamon Co., lb.	1.00
Pulvis, Creta, Aromat, lb.	1.50
C. Opii, lb.	.90
For Mistura Creta, lb.	.45
Ipecac Co., lb.	2.75
Jalap Co., lb.	1.50
Kino Co., lb.	2.40
Licorice Co., lb.	.40
Opii Co., lb.	2.75
Rhei Co., lb.	1.20
Scammony Co., oz.	.30
Seidlitz, lb.	.55
Tragacanth Co., lb.	1.25
Thompson's Composition, lb.	.65
Putty Powder, lb.	.90
Pyoktannin, blue, oz.	8.25
Pyramidon, Swiss, oz.	1.50
Salicylate, oz.	1.50
Pyridin, C.P., oz.	.25
Pyrogallol, Bismuth, oz.	1.85
Pyrolignine, oz.	1.20
Quassia chips, lb.	.15
Quassin, 15 gr. bot., each	1.85
Quinine, Alkaloid, oz.	2.05
Arsenate, oz.	2.05
Bisulphate, oz.	1.45
Cacodylate, oz.	4.20
Citrate, oz.	2.25
Dihydrochlorate, oz.	2.25
Ferro Cyanide, oz.	2.05
Glycerophosphate, oz.	2.05
Hydrobromate, oz.	2.00
Hydrochloride, oz.	1.50
Hypophosphite, oz.	2.05
Phosphate, oz.	2.25
Sulphate, oz.	1.40
Salicylate, oz.	2.25
Tannate, oz.	1.20
Valerinite, oz.	3.50
Rescorin, oz.	.35
Resublimed, oz.	3.25
Rice Flour, lb.	.15
Rodinal, 3 oz. bottle for	.90
Root, Aconite, lb.	.75
Pulv., lb.	.90
Alkanet, lb.	2.00
Angelica, lb.	.90
Arnica, lb.	2.00
Belladonna, oz.	.15
" powd., oz.	.15
Blood, lb.	.60
Pulv., lb.	.65
Burdock, lb.	.45
Elecampane, lb.	.32
" pulv., lb.	.36
Galangal, lb.	.35
Curcuma, pulv., lb.	.30
Dandelion, lb.	.50
Dock, yellow, lb.	.30
" cut, lb.	.47
Calamus, lb.	.75
Colochiei, lb.	2.10
Columbo, lb.	.55
Root Gentian, lb.	.30
" pulv., lb.	.35
Ginseng, oz.	.60
Golden Seal, whole, lb.	10.00
Powd., lb.	10.50
Hellebore, White, Pulv., lb.	.40
Ipecac, oz.	.50
Jalap, lb.	.85
Jalap, pulv., lb.	.90
Leptandrin, lb.	.80

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Licorice, extra select, lb.	$0.55
" pulv., lb.	.40
Mandrake, lb.	.85
Mandrake, gr'd., lb.	.88
Marshmallow, lb.	.75
Orris, lb.	.40
" pulv., lb.	.50
Pareira Brava	.60
Pleurisy, lb.	.50
Rhatany, lb.	.40
Rhei [illegible] lb.	1.50
Rhei, [illegible] pulv., lb.	1.75
" Turkey (so called) oz.	.30
" pulv., oz.	.35
Sarsaparilla, Honduras, lb.	1.25
" Mexican, lb.	.90
Senega, lb.	2.00
Serpentaria, lb.	1.10
Sombul, oz.	.30
Spigelia, lb.	3.50
Squills, white, lb.	.35
Pulv., lb.	.45
Saccharine, Amer., oz.	.40
Saffron, Amer., oz.	.15
Spanish, oz.	2.00
Sal Acetosella, lb.	1.50
Carlsbad, artificial, lb.	.30
Epsom, lb.	.12
Howard's, lb.	.15
Glauber, lb.	.05
Sal Nitre, cryst., lb.	.28
" gran., lb.	.25
Prunella, lb.	.65
Rochelle, lb.	.50
Soda, lb.	.04
Salicine, oz.	1.60
Salol, oz.	.15
Salophen, oz.	1.75
Sanguinarine, Alkaloid, 5 gr. bot., each	.35
Nitrate, 5 gr. bots., each	.45
Satonine, oz.	12.00
Santyl, Liquid, oz.	2.20
Capsules, 30 in box	.75
Saponin, ⅛ oz. bot., each.	.13
Scopolamine, hydrochlor, 5 gr. bots., each	.65
Seeds, Angelica, lb.	1.00
Anise, lb.	.35
" pulv., lb.	.40
" Star, lb.	.60
Burdock, lb.	.40
Canary, lb.	.15
Cardamon, Decort, lb.	1.50
Pulv., lb.	2.55
Celery, lb.	.50
Caraway, lb.	.25
Caraway, pulv., lb.	.30
Colochici, lb.	4.35
" pulv., lb.	4.56
Conium, lb.	.25
Coroander, lb.	.15
" pulv., lb.	.18
Croton, lb.	.25
Cumin, lb.	.42
" pulv., lb.	.45
Dill, lb.	.40
Fennel, lb.	.30
" pulv., bl.	.35
Flax, lb.	.11
" Pure ground, lb.	.12
Foenugreek, pulv., lb.	.15
Hemp, lb.	.20
Seeds, Hyoscyamus, oz.	.25
Lobelia, lb.	.55
Maw, lb.	1.00
Mustard, White, lb.	.40
Pumpkin, lb.	.60
Quince, lb.	2.00
Rape, lb.	.20
Stavesacre, lb.	.75
" pulv., lb.	.80
Stramonium, lb.	.80
Stropanthus, lb.	4.00
Sunflower, lb.	.30
Wormseed, lb.	.60
Selenium, in sticks, oz.	1.50
Silver Bromide, oz.	2.00
Chloride, oz.	1.15
e, ⅛ oz., each	.25
Iodide, oz.	3.20
Silver Neuclinate, oz.	1.10
Nitrate, cryst., oz.	1.10
Fused, oz.	1.30
Oxide, oz.	2.50
Sulphate, oz.	2.00
Snuff, Copenhagen, lb.	$1.75
Macc, lb.	1.20
Scotch, lb.	1.30
Lorillards, lb.	1.90
Soap, Arsenical, lb.	.40
Castile, pulv., lb.	.40
Curd, lb.	.40
Cocoanut, lb.	.25
Soft, lb.	.30
Viride, lb.	.40
Whale Oil, lb.	.20
Soda, Acetate, lb.	.35
Aluminate, oz.	.12
and Ammonia Phos. (Microscini Salts), lb.	.85
Arsenate, pure, dry, oz.	.15
Arsenite, pure, oz.	.20
Ash, lb.	.07
Benzoate, oz.	.20
Biscarb., lb.	.09
" Chance's, lb.	.10
Bichromate, fused, oz.	.15
Biphosphate, oz.	.15
Bisulphate, pure,, oz.	.15
Bisulphite, lb.	.25
Pure, dry, oz.	.10
Bitartrate, Cryst., oz.	.15
Bromide, gran., lb.	.65
Cocodylate, ⅛ oz., each	.50
Carb., C.P., Cryst., lb.	.35
" C.P., dried, lb.	.35
Caustic, gran., lb.	.21
" Sticks, lb.	.60
" Sticks, pure, by alcohol, lb.	1.25
Chlorate, oz.	.10
Choleate, oz.	.45
Chloride, pure, oz.	.10
Cinnimate, ⅛ oz., each	.15
Citrate, oz.	.20
Ethylate, dry, oz.	1.35
Fluoride, oz.	.15
Formate, oz.	.15
Glycerinophosphate, oz.	.25
Hypochlorite, Solution, oz.	.10
Hypophosphite, oz.	.20
Hyposulphate, oz.	.55
Hyposulphite, lb. C.P.	.80
Iodide, oz.	.40
Lactate, Syr., oz.	.25
Meconate, oz.	2.25
Metaphosphate, oz.	.20
Nitrate, Crude, lb.	.15
Nitrate, Pure Cryst., oz.	.10
Nitro-prusside, oz.	1.25
Nitrate, oz.	.10
Oleate, oz.	.15
Oxalate, oz.	.20
Perborate, Medicin, oz.	.15
Permanganate, oz.	.30
Soda, Phosphate, gran., lb.	.15
C. P., Cryst., lb.	.50
C.P., pulv., lb.	.55
Salicylate, lb.	.75
Natural, oz.	1.00
Silicate, lb.	.13
Succinate, oz.	.50
Sulphate, C.P., Cryst., lb.	.20
Soda Sulphate, C.P., dried, lb.	.30
Sulphite, Cryst, or Gran. lb.	.12
" C.P., lb.	.25
" Dried, C.P., lb.	.35
Sulphocarb, oz.	.15
Tartrate, C.P., oz.	.15
Sodium, Metal, oz.	.70
Solution	
Dobell's lb.	.40
Fehlings, No. 1, oz.	.05
Fehlings, No. 2, oz.	.10
Hydrarg, Bichlor., lb.	.65
Nitroglyeerine, 1 p.c. oz.	.20
Vlemmicks (Calc. Sulph.), lb.	.65
Somatose, oz.	.60
Spartein, Sulp., ⅛ oz., oz.	4.40
Sparmaceti, lb.	.75
Spirits Ammon., Aromat, lb.	1.40
Camphor, lb.	1.60
Chloroform, lb.	1.80
Stannous, Chloride, C.P., oz.	.25
Stannic, Chloride, oz.	.60
Starch, powd., lb.	.15
Stearine, lb.	.60
Strontia Bromide, lb.	1.25
Carbonate, oz.	.10
Chlorate, oz.	.20
Chloride, oz.	.20
Lactate, oz.	.25
Nitrate, lb.	$0.70
Oxalate, oz.	.10
Salicylate, oz.	.15
Sulphide, oz.	.15
Strychnine, oz.	3.25
Arsenate, oz.	3.60
Arsenite, oz.	2.85
Glycerophosphate, oz.	3.10
Hydrochlorate, oz.	3.25
Hypophos, oz.	3.25
Nitrate, oz.	2.50
Sulphate, oz.	2.50
Phosphate, oz.	3.30
Valerianate, ⅛ oz.	.80
Stypticin, 15 gr. bot., each	.60
Tablets, box, each	.65
Succus, Conium, lb.	1.10
Tarax, lb.	1.60
Sulfonal, oz.	1.50
Sulphaminol, oz.	2.00
Sulphur, Chloride, oz.	.15
Iodide, oz.	.50
Precipitated, lb.	.40
Opt., lb.	.50
Powdered, lb.	.07
Sublimed, lb.	.12
Extra, lb.	.14
Rol, lb.	.10
Vilum, lb.	.20
Tamarids, lb.	.21
Tannalbin, oz.	.75
Tannigen, oz.	1.00
Tannoform, oz.	.60
Tar, Barbadoes, lb.	.40
Stockholm, lb.	.60
Terebene, oz.	.25
Terpin, Hydrate, oz.	.15
Terpinol, Liquid, oz.	.80
Theobromine, oz.	1.50
and Soda Salicylate, oz.	.80
Thiocin, oz.	3.40
Theocine, Soda Acetate, oz.	2.10
Thiocol, substitute, oz.	1.25
Thioform, 25 gram.	.75
Thiol, oz.	.40
Thiosinamine, oz.	3.15
Thorium, Nitrate, oz.	2.10
Thymol, oz.	1.05
Thyroidine, oz.	1.35
Tin, Metal Sticks, oz.	.25
Granulates, lb.	2.50
Powder, fine, oz.	.35
Rasped, oz.	.25
Toluene, lb.	.45
Tow, lb.	.50
Tribromphenol, oz.	1.60
Bismuth, oz.	1.00
Triferrin, oz.	1.00
Trikresol, oz.	.25
Trional, oz., substitute.	1.50
Triphenin, oz.	.75
Tumenal, 25 grammes for	.55
Turpentine, chian, oz.	1.50
Venice, lb.	.35
Unguentum, Crede, oz.	2.00
Uranium, Acetate, oz.	2.00
Chloride, oz.	.60
Nitrate, oz.	.45
Urea Crystals, Pure, oz.	.85
Nitrate, oz.	.65
Urecedin, oz.	.60
Urethane, oz.	.60
Vanilline, oz.	2.00
Veratria, pure, ⅛ oz.	.55
Verdigris, balls, lb.	.60
Pulverized, lb.	.60
Veronal, substitute, oz.	1.00
Vinegar, Cantharides, lb.	.90
Wax, Bayberry, lb.	.80
Brazil or Carnauba, lb.	1.00
Ceracine, lb.	.60
Japan, lb.	.45
Paraffine, lb.	.20
White, No. 1, lb.	1.45
White, No. 2, lb.	.60
Yellow (Beeswax) lb.	.70
Xylol, oz.	.15
Yohimbine, Cryst., 1 gram tube, each	1.05
Tablets, (tubes of 10), each	.80
Zinc, Acetate, pure, oz.	.15
Benzoate, oz.	.50
Bromide, oz.	.40
Carbonate, lb.	.85
" Precip., oz.	.15
Chloride, fused, oz.	.15
" Granul., oz.	.20
Cyanide, oz.	.25
Ferrocyanide, oz.	.40
Granulated, lb.	$0.75
" free from Arsenic, oz.	.25
Hypophosphite, oz.	.60
Iodide, oz.	.60
Lactate, oz.	.35
Metal, pure, oz.	.10
Nitrate, pure, oz.	.25
Oleate, oz.	.15
Oxide, lb.	.30
" pure, lb.	.40
" Hubbucks, lb.	1.10
" dry process, lb.	.40
Permanganate, oz.	.70
Phosphate	.25
Phosphide, oz.	.35
Salicylate, oz.	.30
Stearate, oz.	.15
" Comp., oz.	.60
Sulphate, pure, oz.	.20
" C.P., Cryst., lb.	.30
" C.P., Gran., lb.	.30
" C.P., dried, lb.	.40
Sulphide, pure, oz.	.15
Sulphite, oz.	.20
Sulphocarb, oz.	.15
Valerianate, pulv., oz.	1.00
" Cryst., oz.	.80

TINCTURES

Aconite	$1.45
Aloes	.95
Aloes and myrrh	1.60
Arnica	1.40
Asafoetida	1.75
Belladonna leaves	1.60
Benzoin	1.80
Benzoin, comp.	1.90
Blood root	1.50
Buchu	1.60
Calendula	1.75
Cannabis, Indica	5.40
Cantharides	2.20
Capsicum	1.20
Capsicum and myrrh	1.40
Cardamom	1.45
Cardamom, comp.	1.45
Catechu, comp.	1.10
Cimicifuga	1.15
Cinchona, comp.	1.40
Cinnamon	1.45
Colchicum root	2.30
Colchicum seed	2.30
Columbo	1.10
Cudbear	1.15
Digitalis	6.55
Ferric chloride	.55
Gelsemium	1.30
Gentian	.90
Gentian, comp.	.95
Ginger	1.75
Green soap	1.25
Guaiac	2.00
Guaias, ammon.	2.00
Hydrastic	2.60
Hyoscyamus	1.45
Iodine	.75
Iodine, colorless	.80
Iodine, Churchill's	2.00
Ipecac	1.30
Iron, citre-chloride	1.35
Iron, muriate	.55
Jalap	1.70
Kino	1.45
Krameria	1.30
Lavender, comp.	1.55
Lemon peel	1.70
Lobelia	1.55
Myrrh	1.85
Myrrh and capsicum	1.40
Nutgall	1.20
Nux vomica	1.60
Opium, camphorated	1.20
Opium (laudanum)	2.20
Orange peel	1.75
Quassia	1.10
Rhubarb	1.30
Rhubarb, aromatic	1.40
Sanguinaria	1.35
Serpentaria	1.50
Squill	1.25
Stavesacre	1.10
Stramonium	1.05
Tolu	1.80
Valeria	1.35
Valerian, ammoniated	1.45
Veratrum, Viride	1.85
Warburg's	3.10

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Fig. 225 B.

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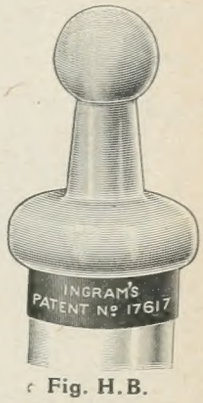

Fig. H.B.

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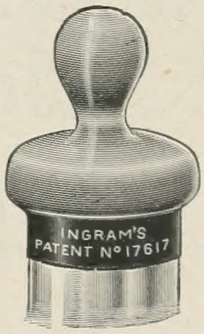

Fig. 224 B.

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Fig. A.B.

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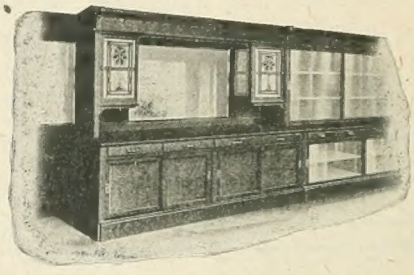

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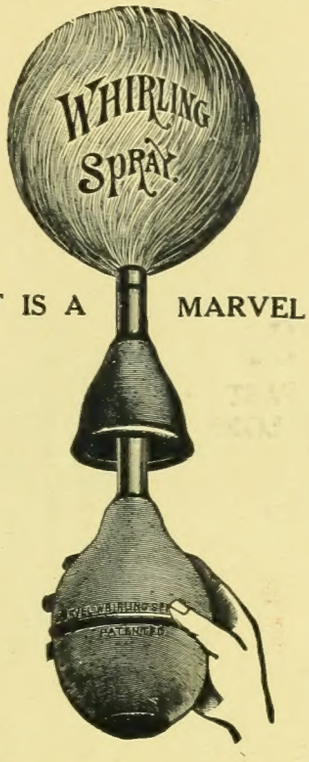

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